

**AEJMC COMMUNICATION THEORY & METHODOLOGY DIVISION
PANEL PROPOSAL FORM 2011**

TYPE OF PANEL: PF&R

DIVISION: Communication Theory & Methodology Division

PANEL CO-SPONSOR/S: Communicating Science, Health, Environment and Risk Division

TITLE: The Ethics of Environmental Reporting

MODERATING/PRESIDING: LeeAnn Kahlor; University of Texas - Austin

POTENTIAL PANELISTS:

Matthew Nisbet; American University
Susanne Moser; University of California – Santa Cruz
Lisa Dilling; University of Colorado – Boulder
Fred Vom Saal; University of Missouri
LeeAnn Kahlor; University of Texas - Austin
Sharon Dunwoody; University of Wisconsin – Madison
Dietram Scheufele, University of Wisconsin - Madison
Dominique Brossard; University of Wisconsin - Madison
Eric Nisbet; Ohio State University
Katherine McComas; Cornell University

PANEL DESCRIPTION:

When do traditional journalistic norms and practices conflict with ethical environmental communication? What environmental issues are most susceptible to ethical conflicts from these institutional biases? What can communication theory offer to improve the ethical communication of environmental issues? Concepts such as transparency, objectivity, balance and framing present complex ethical questions in the context of environmental communication.

ESTIMATE SPEAKER COSTS: \$ 0

PANEL CONTACT:

Name: MICHAEL DAHLSTROM

Phone: 515-294-0834, **Email:** mfdahlstrom@gmail.com

**AEJMC COMMUNICATION THEORY & METHODOLOGY DIVISION
PANEL PROPOSAL FORM 2011**

TYPE OF PANEL: Teaching

DIVISION: Communication Theory and Methodology Division

PANEL CO-SPONSOR/S: ComSHER

TITLE: "Top Ten" Syllabus Favorites of Senior Scholars

MODERATING/PRESIDING: Marjorie Kruvand/ Mike Schmierbach

PANELISTS:

Sharon Dunwoody, University of Wisconsin
Dennis Davis, Pennsylvania State University
Bruce Lewenstein, Cornell University
Susanna Hornig Priest, University of Nevada, Las Vegas
Dhavan Shah, University of Wisconsin
Esther Thorson, University of Missouri

PANEL DESCRIPTION:

In this panel discussion, senior AJEMC scholars will be invited to share the "top ten" academic articles they include in their course syllabi as well as go-to textbooks and supplemental readings. Discussing what makes these personal favorites the "best" academic readings – whether they are seminal, thought-provoking, creative, etc. The objective is to provide guidance to junior faculty and graduate students.

ESTIMATE SPEAKER COSTS: 0

PANEL CONTACT:

Name: Mike Schmierbach
Phone: 814.865.9582
Email: mgs15@psu.edu

**AEJMC COMMUNICATION THEORY & METHODOLOGY DIVISION
PANEL PROPOSAL FORM 2011**

TYPE OF PANEL: Teaching

DIVISION: Communication Theory and Methodology Division

PANEL CO-SPONSOR/S: Radio-Television Journalism

TITLE: He Said, She Said: The Role of Student Evaluations in the Promotion/Tenure Process

MODERATING/PRESIDING: Laura K. Smith, Huston-Tillotson University

PANELISTS:

Andrea Tanner, University of South Carolina

Elena Strauman, College of Charleston

Therese Lueck, University of Akron

David Martinson, Florida International University

Nojin Kwak, University of Michigan

PANEL DESCRIPTION:

Student evaluations is an issue for scholars in higher education. For example, Stanley Fish pointed out the long-term student learning may not be well-reflected in evaluations that occur at the end of the current semester. Universities continue to rely on evaluations for hiring, tenure, and promotion decisions. In addition, a number of schools are moving to online, voluntary data collection methods. This panel considers what departments and tenure committees believe evaluations measure, whether the evidence supports this assumption, and how changes in evaluation practices might be affecting the validity of evaluations.

ESTIMATE SPEAKER COSTS: 0

PANEL CONTACT:

Name: Mike Schmierbach

Phone: 814.865.9582

Email: mgs15@psu.edu

Visual Communication Division

Professional Freedom & Responsibility

Advertising, Cultural and Critical Studies, Mass Communication and Society, Public Relations

Barack Obama's 2008 campaign may have been the first presidential campaign to win advertising awards, but presidents have long used staging, photographic imagery, and other visual means to shape public perceptions and opinion. The internet has only intensified this practice, as the White House makes strategic use of sites like Flickr, while at the same time it has become a major venue for analysis and critique of the visual discourse of power.

This panel brings together participants looking at the topic from several perspectives: commentators, a visual media strategist, a photo editor and visual academics to focus on sets of images from a few themes including the careful creation of a "post-racial" image for the President. Michael Shaw, of BagNewsNotes.com <<http://BagNewsNotes.com/>>, will outline that site's methodology applied to the aesthetic, political, and psychological content of persuasive visual imagery. A member of Polioptics.com <<http://Polioptics.com/>>, advance people and event managers for the last three presidents, will speak from that perspective. David Perlmutter will consider the role of blogs in defining and reacting to the use of political imagery and Cara Finnegan will address its rhetorical content and implications. A photo editor will respond to the construction, use and impact of presidential imagery in mainstream publications in a democracy.

Loret Steinberg will introduce the topic, the issues and moderate the panel's discussion.

1000 Loret Steinberg loret@mail.rit.edu 585.737.3950

All That Flickr'ing and Flashing on the Political Big Screen: The creation and reception of Presidential imagery
"Michael Shaw, publisher, BagNewsNotes, founded 2004 <BagNewsNotes.com> BagNews Notes has been quoted in NYT, Huffington Post and other national media and professional organizations such as the National Press Photographers' Association

David Perlmutter, Director, School of Journalism and Mass Communication, University of Iowa

<<http://www.uiowa.edu/jmc/faculty/perlmutter.html> <<http://www.uiowa.edu/jmc/faculty/perlmutter.html>> >

Josh King - Polioptics <<http://www.polioptics.com/> <<http://www.polioptics.com/>> >

Cara Finnegan, Professor of Communications at University of Illinois Urbana-Champaign

Possible additional panelists:

Photo Editor (1) - MaryAnn Golon, former TIME magazine director of photography or Jamie Wellford, Senior Photo Editor, Newsweek Magazine or Sue Morrow, Sacramento Bee photo editor and faculty at Poynter Center (former Director of Visuals, St. Petersburg Times) or Nancy Andrews, Managing Editor, Digital Media at Detroit Free Press AND a Cosponsoring division representative"

Visual Communication Division**We Handle the Rest: Taking the load off independent photojournalists**

Teaching

Community College Journalism Association (Interest Group), Small Programs (Interest Group)

The recent economic shifts in the media industry have changed photojournalism. With a decrease in staff positions at media organizations, photojournalists increasingly are working independently, seeking to provide images to multiple clients.

The situation is not entirely different from that facing photographers at the start of photojournalism's "golden age." Agencies like Black Star provided marketing, distribution and business services for photographers, allowing them to focus on making photographs. The agency structure has changed in the intervening years, but the need for the services remains. What resources are available to contemporary photojournalists that will allow them to continue working?"

Keith Greenwood, University of Missouri, moderator

Zoe Smith, University of Missouri

Andrew Niesen - ShootQ/Pictage

Bruce Thorson - University of Nebraska

Keith Greenwood

greenwoodk@missouri.edu

573-882-4867

Visual Communication Division**Teaching Professional Use of Social Media in Visual Journalism**

Teaching

Communication Technology (CTEC), Radio-Television Journalism

Ways to use social media and various technologies in visual journalism classes. (Learning to build/post professional visual journalism using Flickr, YouTube, WordPress/Blogger, and more. Students should get their stills on Flickr, videos on YouTube, thoughts on WordPress/Blogger, and updates on Twitter.

Susan Zavoina, former VisCom Head"

"Paul Lester, Fullerton, CA

Susan Zavoina, Univ. of North Texas

Thorne Anderson, professional Corbis photojournalist and asst. prof. at Univ. of North Texas

Biran Smith, MediaStorm

and many others that use Blogs for students to post portfolios and work work during the semester of the class"

Susan Zavoina

zavoina@unt.edu

214-384-2250

Visual Communication Division**Home Grown Photojournalism**

Panel Research

Community Journalism (Interest Group)

Community awareness and activism combine for "The St. Louis Photojournalism Project," (www.stlpjp.com) that allows "interested members to act as photojournalists and record life in and around St Louis." How the organization was started and how it can be incorporated into other communities as a city-wide, neighborhood, and/or classroom experience would be the subject of the session."

Drew Selman, Editor, Photojournalism Chair for the St. Louis Project

John Freeman, University of Florida

Andris Straumanis, Head, Community Journalism Interest Group"

Paul Lester

lester@fullerton.edu

562-310-3041

Visual Communication Division

Cinematic and Ludic Narrative and Convention

Panel Research

Entertainment Studies (Interest Group)

"This panel considers several points of dynamic interaction between the cinema and the videogame. The shared reliance on computer generated images, the similarities/differences between the blockbuster and the AAA title, the linkages between movie and game trailers, the embedded cinematic "cut scenes" that combine the meanings of narrative with the pleasures of play, and the fan generated machinima that rewrite game play into narrative—all are examples of the kinds of visual interplay that this panel examines. As these examples suggest, the cinema/videogame interface speaks as much to cultural crosspollination as it does to media convergence. In other words, visual interplay involves the centrifugal unruliness of hybridity rather than the centripetal unity of synthesis."

Kent Lowry, Texas Tech University
Dr. Robin Johnson, Sam Houston State University
Dr. Robert Moses Peaslee, TTU
Dr. Jimmie Reeves, TTU"

Visual Communication Division**Professional Freedom & Responsibility**

Civic & Citizen Journalism (Interest Group), Communication Technology (CTEC), Community Journalism (Interest Group), History, Magazine Division, Mass Communication and Society, Media Ethics Division, Newspaper, Small Programs (Interest Group)"

With the advent of digital imaging, web publishing and too-thin editing staffs, the historic close relationship between photo caption content and photo content seems to have been deeply eroded. Decades of common practice and instruction in editing seem to have been abandoned. The old truism about a naked picture being worth a thousand words was almost never true; it was better stated as: "A picture plus a few well-chosen words can be worth a thousand words or more." Long-ago research established that captions are among the best-read parts of a publication. And yet, captions now too often fail to say anything about the context of the image, except to restate one of the story lines from the accompanying copy. This seems to be more often the case on trend story packages, but crops up with appalling frequency in news reports. Does the failure to tell what the picture really is also reflect a failure to vet its source, relevance and credibility, rendering it little more than eye candy?

I plan a qualitative study of this, and if I can entice a numbers person into it soon enough, it might develop into solid quantitative research. I think it could elicit a lively discussion, or even a campaign to partly restore sanity.

Any of the thoughtful leaders of VisCom. Brian Johnson (Illinois) and Paul Lester (Cal State Fullerton) come to mind immediately.

Deborah Gump, Middle Tennessee State

Torry Bruno, chief photographer, Chicago Tribune.

Two or more from national or regional media. The photo chief at National Geographic, for example, addressed the value of captions (Geographic calls them legends) and several other broad PF&R topics (such as digital manipulation) when AEJMC was in DC. The Associated Press has always had strict standards for captions, but I sense that a lot of this info is not getting into print or websites.

Obviously, a natural invitation to photo- or copy-desk staff at the St. Louis Post-Dispatch and some nearby media.

John McClelland, emeritus
jmccllell@roosevelt.edu
773-485-8508

Visual Communication Division**User-friendly multimedia storytelling: Using Flash Interactivity****Teaching****Communication Technology (CTEC)**

This workshop introduces beginning Flash users to Flash interactivity as well as Flash multimedia. Participants will learn how to convert multimedia (text, graphics, audio and video) into Flash objects. Objects can interact with each other through actionscript in Flash, which is hard to learn. So in this workshop, participants will learn how to use templates to produce proper actionscript automatically (for example, <http://answerq.org/project/actionScript.html>), or write a few lines of code to import existing actionscript codes. Interactive actionscript makes nonlinear storytelling possible. In a linear story, the author imposes a structure that he or she thinks best for each story. But in a nonlinear story, the author divides a story into multiple parts (multiple objects) and has the audience weave any parts together into a story and in any order that makes sense to them. To help the audience come up with their own story easily, the organization of all parts (objects) should be user-friendly. Participants also learn how to organize their page differently when they target a big screen like a web page on a computer or a small screen like a cellular phone.

Jeremy Gilbert, Medill School of Journalism & Segal Institute of Design Northwestern University

Larry Dailey, Reynolds School of Journalism, University of Nevada

Byung Lee
byunglee@elon.edu
336-278-5675

Visual Communication Division

From Flat to 3-D: Implications for Visual Communicators

Teaching

Communication Technology (CTEC), Mass Communication and Society, Radio-Television Journalism

This session would provide an overview of the historical and scientific context for three-dimensional visual media, including the essays of Oliver Wendell Holmes Sr., a medical doctor who wrote essays about the nature of stereoscopic photography in *The Atlantic Monthly* 150 years ago. A timeline ranging from Charles Wheatstone's stereoscopic drawings in the 1830s to the digital stereoscopic cameras available today would be presented, and a list of terms associated with depth perception, such as "stereopsis" and "motion parallax" would be provided.

This presentation would call attention to the need for visual communicators to be aware of the differences between flat and three-dimensional media beyond simple depth perception, such as heightened awareness of textures in 3-D images. The session would also address the problems encountered by a certain percentage of the population unable to see stereoscopically because sometimes the brain does not learn to do this during childhood. Susan R. Barry, author of *"Fixing My Gaze: A Scientist's Journey Into Seeing in Three Dimensions,"* has described her experience in overcoming this problem after reaching adulthood. Her story has also been told by Oliver Sacks, another neurologist, who refers to her as "Stereo Sue." The panel could also deal with non-stereoscopic simulations of 3-D, such as "Second Life," in which it is possible to simulate moving around in three-dimensional space on a two-dimensional computer screen.

Finally, the applications of 3-D photography in photojournalism will be discussed. If 3-D TV becomes widely accepted, future newscasts would likely be presented in three dimensions, requiring photojournalists to learn basic principles of 3-D photography, such as placement of the "stereo window" and the related question of whether objects at the edges of an image should extend in front of the picture plane. Use of 3-D in TV advertising and entertainment programming could also be covered.

Estimated Cost of Session: 1000

John Neal, Brookhaven College

Susan R. Barry, Mount Holyoke -- author of *"Fixing My Gaze"*

Paul Martin Lester, Cal State-Fullerton

Julianne Newton, Oregon

Jack Zibluk, Arkansas State

John Neal

jneal@dcccd.edu

972-860-4786

Visual Communication Division

Best of the Web

Teaching

CTEC

The presentation of the Best of the Web awards, probably submitted by CTEC"

Jeremy Gilbert
jgilbert@northwestern.edu
847-467-0874

CCJA- SESSION PROPOSALS
AEJMC 2011 CONFERENCE – ST. LOUIS

TYPE: Teaching

TITLE: ***GOING LIVE- IT'S AS EASY AS 1-2-3 AND IT'S FREE!***

SESSION SUMMARY: This session will show you how to teach your students to broadcast live on your newspaper website using free software. You will learn how to cover news and events on your campus while it's happening using no more than a Flip camera and laptop, or even an iPhone.

POSSIBLE CO-SPONSOR: AEJMC Technology Division

MODERATORS: Toni Albertson, Mt. San Antonio College

POSSIBLE PANELISTS: Robert Mercer, Cypress College
Larry Leach, Chabot College

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
Vice President, CCJA
909-594-5611 EXT. 6130
CELL: 310-883-4680
E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS
AEJMC 2011 CONFERENCE – ST. LOUIS

TYPE: Teaching

TITLE: ***IT'S ALL IN THE MESSAGE: HOW TO ATTRACT A NEW BREED OF JOURNALISM STUDENTS***

SESSION SUMMARY: With print newspapers going out of business and all the talk about journalism changing, students are coming into journalism programs confused and lacking motivation. This panel will teach you ways to motivate your students into self-learners who are ready to take on the new evolution of journalism.

POSSIBLE CO-SPONSOR: ICIG

MODERATORS: John Kerezy, Cuyahoga College

POSSIBLE PANELISTS: Elena Jarvis, Daytona State College
Toni Albertson, Mt. San Antonio College
Brian Steffen, Simpson College

ESTIMATED COST: NONE

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Professor of Journalism and Adviser of Student Media
Vice President, CCJA
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E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS
AEJMC 2011 CONFERENCE – ST. LOUIS

TYPE: Teaching

TITLE: ***I'M HUGE ON THE INTERNET!***

SESSION SUMMARY: This panel will look into the world of bloggers who have become instant journalists with huge followings. The panel will discuss the methods for teaching blogging, what makes a successful blog, how to increase traffic, and how to make money.

POSSIBLE CO-SPONSOR: SPIG

MODERATORS: Toni Albertson, Mt. San Antonio College

POSSIBLE PANELISTS: John Zibluk, Arkansas State
Vivian Martin, Central Connecticut State
Cheryl Bacon, Abilene Christian University

ESTIMATED COST: NONE

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Professor of Journalism and Adviser of Student Media
Vice President, CCJA
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E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS
AEJMC 2011 CONFERENCE – ST. LOUIS

TYPE: Teaching

TITLE: ***GEEKS: THE NEW JOURNALISTS***

SESSION SUMMARY: It's no longer enough to know how to write and edit. To get a job in journalism, you have to understand and know how to use technology. For many journalism students, having high tech skills means posting on Facebook and Twitter. This session will show you how teach your students four technology skills necessary to get them hired.

POSSIBLE CO-SPONSOR: SPIG

MODERATORS: Toni Albertson, Mt. San Antonio College

POSSIBLE PANELISTS: Carol Dykers, Salem College
Brian Steffen, Simpson College
Pam Parry, Belmont University
Mitzi Lewis, Midwestern State University

ESTIMATED COST: NONE

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Professor of Journalism and Adviser of Student Media
Vice President, CCJA
909-594-5611 EXT. 6130
CELL: 310-883-4680
E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS
AEJMC 2011 CONFERENCE – ST. LOUIS

TYPE: Teaching

TITLE: ***BUT I FOUND MY SOURCE ON TWITTER!!!***

SESSION SUMMARY: This session will show you how to teach your students to use crowdsourcing data for news articles in a responsible way. We will discuss the use of social networking sites such as MySpace and Facebook, Twitter, Flickr, and linkedin, and look at ways to check these sites for valid information and sources.

POSSIBLE CO-SPONSOR: ICIG

MODERATORS: Robert Mercer, Cypress College

POSSIBLE PANELISTS: Dr. John Chapin, Penn State University
Toni Albertson, Mt. San Antonio College
Brian Steffen, Simpson College
Joyce Haley, Abilene Christian University

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
Vice President, CCJA
909-594-5611 EXT. 6130/ CELL: 310-883-4680
E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS
AEJMC 2011 CONFERENCE – ST. LOUIS

TYPE: Teaching

TITLE: ***TEACHING JOURNALISM IN LOW-INCOME COMMUNITIES***

SESSION SUMMARY: This session will address the challenges of working with a low-income student population and getting these students to utilize technology in covering the stories in their community.

POSSIBLE CO-SPONSOR: ICIG

MODERATORS: Robert Muilenburg, Del Mar College

POSSIBLE PANELISTS: Rosa Santana, NAHJJ
Larry Leach, Chabot College

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
Vice President, CCJA
909-594-5611 EXT. 6130
CELL: 310-883-4680
E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS
AEJMC 2011 CONFERENCE – ST. LOUIS

TYPE: Teaching

TITLE: ***DONDE ESTA SU BLOG?***

SESSION SUMMARY: This session will show you how to utilize Spanish language sections, blogs or content into your student publication website to expand your audience.

POSSIBLE CO-SPONSOR: AEJMC: Minorities and Communication division

MODERATORS: Robert Muilenberg, Del Mar College

POSSIBLE PANELISTS: Rosa Santana, NAHJ

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
Vice President, CCJA
909-594-5611 EXT. 6130
CELL: 310-883-4680
E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS
AEJMC 2011 CONFERENCE – ST. LOUIS

TYPE: Teaching

TITLE: ***THE CHANGING MAJORITY: EDUCATING JOURNALISM STUDENTS IN HISPANIC-SERVING INSTITUTIONS***

SESSION SUMMARY: Is there a different approach to minority issues in journalism when the traditional minority is the majority in your institution and community? Do students growing up in a strong majority Hispanic population see their roles differently than that of previous generations? This panel will examine the Hispanic majority population and look at ways to teach journalism to this population.

POSSIBLE CO-SPONSOR: AEJMC, Minorities and Communication Division

MODERATOR: Robert Muilenberg, Del Mar College

POSSIBLE PANELISTS: Manuel Florez, Texas A&M, Kingsville
Federico Subervi, Texas State University

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
Vice President, CCJA
909-594-5611 EXT. 6130
CELL: 310-883-4680

CCJA- SESSION PROPOSALS
AEJMC 2011 CONFERENCE – ST. LOUIS

TYPE: Teaching

TITLE: ***MAGAZINE SURVIVAL OF THE FITTEST: TEACHING MAGAZINE WRITING IN A DIGITAL WORLD***

SESSION SUMMARY: This panel will discuss the challenges facing student magazine writers and will look at ways to adapt to this changing environment. We will look at the future of magazines delivered on tablets, iPads and cell phones and ways to write for this new medium by making words come alive through visuals and multimedia.

POSSIBLE CO-SPONSOR: CMA Magazine Division

MODERATORS: Toni Albertson, Mt. San Antonio College

POSSIBLE PANELISTS: Roy Peter Clark, Poynter Institute
John Capouya, University of Tampa

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
Vice President, CCJA
909-594-5611 EXT. 6130
CELL: 310-883-4680
E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS
AEJMC 2011 CONFERENCE – ST. LOUIS

TYPE: Teaching

TITLE: **SHUT UP AND POST, AND POST, AND POST!**

SESSION SUMMARY: It's one thing to put your newspaper online but what happens after the first post? This session will show you how to teach student editors to understand the difference between stagnant print stories and online stories that must "come alive" to attract readers.

POSSIBLE CO-SPONSOR: SPIG

MODERATORS: Toni Albertson

POSSIBLE PANELISTS: Roy Peter Clark, Poynter
Robert Mercer, Cypress College
Mary Jean Land, Georgia College & State University

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
Vice President, CCJA
909-594-5611 EXT. 6130
CELL: 310-883-4680
E-MAIL: talbertson@mtsac.edu

Minorities and Communication Division

1. Title: Mentoring Our Next Generations: Learn from Academic, Professional, and Community Mentorship Programs for Minorities

2. Type: Teaching Panel

3. Sponsorships: TVR&D, Newspapers, PR, Commission of Status of Minorities, Commission of Status of Women, International Communication, Graduate Studies Interest group

4. Description: The panel will address the issues of mentoring/mentorship for minority students/junior faculty, media practitioners, and urban city youths. Each of the panelists has engaged in mentorship activities specifically designed for minority members in their areas of expertise: Academic mentorship for junior faculty, students, and community youth. Panelists will share their experiences and best practices with us.

5. Panelists:

Barbara Hines (Academic —confirmed) Professor & Director of Graduate Studies; Howard University Dr. Hines is well-known for her devotion to and excellence in academic mentorship, particularly for minorities.

Gilbert Bailon (Media Professional —confirmed) St. Louis Post-Dispatch Editorial Page Editor Mr. Bailon has been recognized for his leadership and devotion to the diversity in news media. He also has served as past President in many national news organizations, including the American Society of Newspaper Editors, the National Association of Hispanic Journalism, among others.

Carol Winkler (Urban Community Initiative – contacted, pending confirmation) Associate Dean of the College of Arts & Sciences, Professor, Department of Communication, Georgia State. Dr. Winkler has taken a very innovative approach —teaching debate —to mentoring at risk community youth in Atlanta. Her innovative and successful mentoring programs have been recognized by the White House, and received media attention as well. She will provide a broader perspective on mentor-related issues.

6. Moderator: Yuki Fujioka, Associate Professor, Department of Communication, Georgia State.

7. Contact Information: Yuki Fujioka, Department of Communication P. O. Box 4000, Atlanta, GA 30302-4000 404-413-5600/404-413-5634 (fax) jouykf@langate.gsu.edu

Minorities and Communication Division

1. Title: Growing Our Own: How to Promote Diversity in Broadcasting with the FCC's EEO Rules

2. Type of Panel: PF&R

3. Potential Division Co-Sponsors: Career & Internships; Radio/Television Journalism; and Law

4. Description

Panel Focus: This session will address the legal issues surrounding the implementation of FCC's EEO rules along with the availability of diverse applicants for internships and jobs. Featured topics include the conclusions and recommendations from the FCC's Workforce Diversity panel how the NAB is helping its members with the EEO rules the workforce climate in a major market quantitative research addressing the employment scene for minorities in broadcasting Justification: We hear about the importance of minority ownership of broadcast stations but what about the FCC's EEO rules? This interactive panel will discuss the impact or lack there of, in regards to minority hiring at broadcast stations. The importance of internships or partnerships between radio and television stations and communication departments will also be addressed. By using quantitative research, several variables will be discussed such as minority ownership, niche formats, and minority populations. This panel discussion will provide an opportunity to discuss ways and methods to increase the diversity of the broadcast workforce.

5. Possible Panelists:

David Honig, Director, Minority Media & Telecommunication Council & member of the FCC's Workforce Diversity Panel

Jane Mago, Vice-President, Legal Affairs, National Association of Broadcasters
Clear Channel's Urban Sales Manager in Chicago (or someone she recommends)
junior faculty w/quantitative research

6. Moderator: Cindie Jeter Yanow

7. Panel Contact: Cindie Jeter Yanow, Dept. of Communication, Southeast Missouri State University,
One University Plaza, MS 2750, Cape Girardeau, MO 63701, Ofc. 573-651-2485, email:
cjeter@semo.edu

Minorities and Communication Division

1. Title: Digital Presentation and Nonprofit Organizations' Outreach to Ethnic Groups

2. Panel Type: Research

3. Potential Co-sponsors: Public Relations and/or Visual Communication

4. Panel Description:

This panel will focus on the digital representation of cultural identities and relationship-building between organizations and racial or ethnic groups. Panelists will present 10-minute overviews of individual research studies and then lead the audience in exploring how nonprofit organizations can best use Web sites to reach cultural publics. For instance, the first study will examine how *Philanthropy 400* nonprofit organizations are incorporating self-presentation strategies reflected in impression management literature (ingratiation, competence, intimidation, exemplification, and supplication). The study's results will compare the presentation strategies of nonprofit organizations serving racial and ethnic communities against those nonprofits serving the public at large. The second report will examine how nonprofit organizations can maximize the interactive nature of the Internet to build social capital with individuals and community groups in the Caribbean. In addition to the content of the sites, the visual aspects of the design of these Web sites will be discussed. The third study will examine how nonprofit organizations providing relief efforts to the December 2004 Asian tsunami used imagery on the Internet to reach out to the public interested in helping the relief efforts but also how these images were used to provide information about their efforts to Asian communities they were helping. The fourth report will explicate how social identity theory and relationship theory were used in a study of Latino nonprofit organization Web sites' one-way and interactive content. How Latino and majority cultural norms were portrayed and whether or not identity was central to trust, satisfaction, commitment, and control mutuality messages will be discussed.

5. Possible Panelists

Denise Bortree, Penn State

Richard D. Waters, NC State University

Belio A. Martinez, Jr., Department of Public Relations, University of Florida

Jennifer Lemanski, University of Texas-Pan American

Melissa A. Johnson, Department of Communication, NC State University

6. Moderator: Dulcie Straughan, University of North Carolina at Chapel Hill

7. Panel Contact: Melissa A. Johnson, NC State University, Department of Communication, Campus Box 8104, Raleigh, NC 27695-8104. Work: 919.515.9757. Home: 919.870-0677. Email: Melissa_Johnson@ncsu.edu.

Minorities and Communication Division

1. Title: Passive Resistance and Open Rejection of Diversity Content and Minority Faculty in the Classroom

2. Type of Panel: Teaching Panel

3. Possible co-sponsors: CCS, Graduate Education, Commission on the Status of Women

4. Description: With the obvious move towards conservatism on the political front, there seems to be a trickle down effect that is mirrored in the classrooms of colleges and universities across America. Just as minorities are disrespected in the legal/ justice system often receiving longer sentences and in the case of minority youth, often being tried as adults, likewise in the classroom there is often disrespect and a rejection for what bell hooks calls the "other," minorities and people of color. It is as if many majority culture students feel that members of these groups should not serve in positions of authority over them. Thus, there are problems as these professors present their lessons, as they await student evaluations, as they inevitably seek promotions. I would like to see this issue discussed in the following ways:

1. What are examples of student resistance that you can share in anecdote/story/incident form?
2. How do / did you handle these situations?
3. Are student evaluations of faculty affected by such attitudes?
4. Are grades and lectures challenged?
5. How do we put this together in a book that will communicate our struggles and triumphs?

5. Suggested Panelists:

Jennifer Woodard, Middle Tennessee

6. Moderator: Pearlie Strother-Adams, Western Illinois University

Macomb, Illinois 61455, Phone 309-298-1425, p-strother-adams@wiu.edu

7. Contact: Pearlie Strother-Adams, Western Illinois University

Macomb, Illinois 61455, Phone 309-298-1425, p-strother-adams@wiu.edu

Minorities and Communication Division

(1) Panel Title: The Significance of Radical Ethnic, Foreign-Language, and Labor Newspapers in the Media Ecology of their Times

(2) Panel Type: Research

(3) Suggested Co-sponsorship: History Division (HIST), Community Journalism IG, Critical and Cultural Studies (CCS)

(4) Panel Description: This panel features historical and critical research on the role of labor and radical foreign-language and ethnic presses, with a particular emphasis on their importance in the media ecology and political climate of their particular historical and geographical locations. Panelists will discuss their current research on topics such as: the role of the foreign-language newspapers published by the labor organization IWW, which issued dozens of such periodicals from 1910 through the 1970s (including a daily Finnish-language newspaper); the radical African-American, Chicano and foreign-language press in Chicago and its location in the city's overall media landscape; and the discursive practices of anarchist publications in Spanish, Latvian, and German that circulated in New York, Pittsburgh, Tampa and Wisconsin during times of censorship and repression in the early 1900s.

(5) Possible Panelists:

Jon Bekken, Albright College (confirmed), jbekken@alb.edu

Andris Strausmanis, University of Wisconsin-River Falls (not confirmed), andris.straumanis@uwrf.edu

Felix Gutierrez, University of Southern California (not confirmed)

Colette Gaiter, Columbia College (not confirmed)

Ilia Rodriguez, University of New Mexico (confirmed), ilia@unm.edu

(6) Moderator: Clint Wilson, Howard University

(7) Contact Person: Ilia Rodriguez, Associate Professor of Journalism, University of New Mexico, MSCO3 2240, Albuquerque, NM 87131, ilia@unm.edu

Minorities and Communication Division

1. Panel Title: Teaching Multiculturalism & Media in Hybrid, Online and Large Lecture Classes: Tips and Challenges

2. Panel Type: Teaching

3. Panel Sponsorship: CTEC; Cultural and Critical Studies; Mass Comm & Society; Visual Communication; CSW; Radio-TV

4. Panel Description: In this media age of convergence, as teachers we must now put our classes online, emphasize more multimedia and work harder than ever to engage our students and keep their attention in a society that is filled with distractions. Our students may be more and more literate at using technology, but are less and less literate perhaps about the pervasive influence of contemporary media or how new technology intercepts with race, gender and class issues in their everyday lives. This panel aims to prepare professors on how to use multimedia and the Web to enhance their teaching of multicultural issues in the classroom via YouTube, blogs, Facebook, discussion boards, etc. We will discuss everything from curriculum ideas and syllabus organization to course survival, suggested books, and article ideas and that will be helpful to new and veteran teachers of multiculturalism.

5. Possible Panelists:

Jennifer Bailey Woodard, Middle Tennessee State University

Sharon Bramlett-Solomon Arizona State University

6. Moderator: Meta G. Carstarphen, University of Oklahoma

7. Contact Person: Jennifer Bailey Woodard, Department of Electronic Media Communication; Middle Tennessee State University; jwoodard@mtsu.edu; Office: 615-898-2766

Minorities and Communication Division

1. Panel Title: Eyes on the Administrative Prize, Leadership and Diversity, Missed Opportunities?

2. Panel Type: PF&R

3. Panel Sponsorship: MAC & Commission on the Status of Women

4. Description of Panel: More than 30 years after the establishment of the MAC Division and the Commissions on the Status of Minorities and Women, few programs in JMC reflect idealized diversity. While most programs have at least one minority faculty hire, a paucity remains in administrative positions for women and people of color outside of HBCUs. This state of the JMC academy panel will discuss the issue through research data and analysis of successful and innovative new initiatives. First, an overview will provide perspective on minorities and women in JMC academic administration. Insights from leadership programs such as JLID and the Scripps Howard Academy will be discussed. Specifics from innovative programs and leadership initiatives will round out the discussion.

5. Possible Panelists:

Janette Dates, Howard
Director, Scripps Howard Academic Leadership Academy
AEJMC JLID Graduate
Dwight Brooks, MTSU

6. Moderator: Evonne H. Whitmore, Kent State University

7. Contact: Petra Guerra, Assistant Professor

Dept of Communication
University of TX-Pan American
cielito@utpa.edu 956-330-2052
1201 W. University Dr
Edinburg, TX 78539

Minorities and Communication Division

1. Title of Panel: Sound and Fury: Mediated Racial Discourse and the Case of Shirley Sherrod, USDA's Former Director of Rural Development in Georgia

2. Panel Type: PF&R

3. Possible Co-sponsors: Commission on the Status of Women, Law & Policy, CCS, Media Ethics

4. Purpose: This panel will discuss the news coverage of the Shirley Sherrod case including the initial Fox news report that led to her firing and the subsequent coverage that revealed how the footage was edited to mislead the public. The panel will discuss the specifics of the Sherrod case including ethical considerations of the coverage, breaking news issues relating to the case, press responsibility, political implications, and legal issues. The panel will also discuss broader issues of how minority officials are covered by the news media today. This panel will make recommendations as to how to improve this news coverage.

5. Potential Panel Participants:

Amy Reynolds, Louisiana State University (Breaking news and Defamation)

Renita Coleman, University of Texas (confirmed)

Sandra L. Combs, Arkansas State University, Jonesboro

6. Moderator: Lesa Hatley Major, Indiana University

7. Contact: Lesa Hatley Major, PhD
School of Journalism, EP 206-B
Indiana University
940 East 7th Street
Bloomington, Indiana 47408-7018
lhmajor@indiana.edu
812.322.7230

Minorities and Communication Division

- (1) Panel Title: Exploring the Digital Divide: How Journalism Students of Color Are Using Social Media
 - (2) Panel Type: Research panel
 - (3) Panel Sponsorship: CTM, Mass Communication and Society, CTech.
 - (4) Description of Panel: Social media tools such as Facebook, Twitter as well as smart phones are leveling the playing field for people who seek access to the Internet. For years, there was much discussion and debate about the digital divide and barriers between races and socioeconomic groups. This session will share results of a Q-sort research study completed at a major historically black university about the social media habits among African-American college students. The session also will include a diverse panel that will explore how other students of color are using social media and what the implications are for journalism education in the 21 century. Two Florida A&M University professors, Dorothy Bland and Michael Abrams, will collaborate in organizing the panel that will feature representatives who also are looking at the social media habits of Hispanic, Asian, Native American and other students.
 - (5) Proposed Panelists:
Michael Abrams, Ph.D., journalism professor at FAMU.
Dorothy Bland, journalism division director at FAMU. A FAMU grad student.
All FAMU participants proposed have been contacted.
- Other potential participants include a representative from the Pew Center as well as professors who are doing research on other minority groups such as Dr. Federico Subervi or another social media expert in journalism such as Simra Sethi, a University of Kansas professor who blogs for the Huffington Post.
- (6) Moderator: Dorothy Bland
 - (7) Contact Person: Dorothy Bland, FAMU Journalism Division Director, FAMU SJGC, 510 Orr Drive, Suite 4029, Tallahassee, FL 32307. E-mail: Dorothy.bland@famuedu. Phone: 850 599-3719 or 970 222-8990.

Minorities and Communication Division

(1) Panel Title: Blogalicious: How Women Are Tapping Into The Blogosphere

(2) Panel Type: Research

(3) Panel Sponsorship: CSW, CTech, CCS

(4) Description of Panel: Blogs have exploded and some say they have yet to reach their peak. The Shirley Sherrod fiasco in 2010 demonstrated that not every blogger is a journalist. Technorati has tracked more than 133 million blogs since 2002. There are more than 15 million female bloggers, and there's even an annual conference known as Blogalicious that targets African-American female bloggers. The proposed panel could be a joint venture with the Minorities and Communication Division and the Commission on the Status of Women Division as we will explore the growth of female bloggers, look at key themes from some of the top 50 female bloggers, key themes among female bloggers of color and how they are impacting social media discourse. Dorothy Bland, journalism division director, at Florida A&M University would organize the panel and possibly serve as the moderator or one of the presenters. This session would provide a timely update on the State of the Blogosphere from 2010. Panelists invited would include a diverse panel of female bloggers, including one of the top 50 female bloggers in the nation, a student blogger and other panelists.

(5) Possible Panelists:

Simra Sethi, a University of Kansas professor who blogs for the Huffington Post,

Ingrid Sturgis, assistant professor of new media at Howard University. The proposed participants identified have been contacted.

Other potential participants include representative from the blogging community such as the founder of Blogger.com or Ananda Leeke, who is finishing a book titled *Sisterhood the Blog: Soundbytes from the from the 21st Century Women's Online Revolution*, a memoir that discusses her Internet adventures, digital sisterhood experiences, and reflections about women and the Internet.

(6) Moderator: Dorothy Bland

(7) Contact Person: Dorothy Bland, FAMU Journalism Division Director, FAMU SJGC, 510 Orr Drive, Suite 4029, Tallahassee, FL 32307. E-mail: Dorothy.bland@famuedu. Phone: 850 599-3719 or 970 222-8990.

Minorities and Communication Division

1. Title: Anti Immigrant Sentiments and Communication Issues

2. Type of Panel: PF&R

3. Possible co-sponsors: international .. or ethics

4. Description of Panel:

With the growing anti-immigrant sentiment across the country, it is time bring it to the table. There are many problem to cover them all, but they are all interconnected. Due to Arizona's 1070 law, other copy cat states are following right behind. Many of course are making money out of this big mess; Corrections Corporation of America is just one agency making millions of dollars. With the massive arrests children are being left behind with no one to care for them. In other cases minor children are being deported to a country they don't know nor have any one they can turn to there. They are being dropped in the streets having to fend for themselves. And the guns keep crossing the border going south and the drugs are coming in. And where do the journalist fall in all of this? Many have lost their lives others are scared to cover this violence and yet, others have to take pictures of their colleges as they lay in a pool of blood.

5. Possible panelist:

Sonia Nazario, a full-time author and until recently a projects reporter for The Los Angeles Times

Laura Castaneda, San Diego City College,

Celeste Gonzales de Bustamante, University of Arizona, Tucson, at

Amy Schmidt, San Diego State U, (current head of International Division)

Zita Arocha, UT El Paso

Richard Schaefer, U of New Mexico

6. Moderator: Petra Guerra, University of TX-Pan American

7. Contact: Petra Guerra, Assistant Professor

Dept of Communication

University of TX-Pan American

cielito@utpa.edu 956-330-2052

1201 W. University Dr

Edinburg, TX 78539

Minorities and Communication Division

(1) Panel Title:

Latinos and Other Groups as Voters & Scapegoats: Lessons from the 2010 elections and projections for 2012

(2) Panel Type: TEACHING & RESEARCH panel.

(3) Panel Sponsorship: MAC, Political Communication Interest Group, CT&M, MC&S, Standing Committee on Teaching, Standing Committee on Research, Standing Committee on PF&R

(4) Description of Panel: Building on the success of the 2010 AEJMC session that focused on the politics of ethnic minority groups and their media, this proposal brings the same presenters to offer another round of discussions on a complementary theme: Latinos and other groups as voters and scapegoats during the 2010 elections. One of the goals of this panel is to present a summary of what was learned about how distinct ethnic / minority populations were the targets of communication efforts to woo them to vote for various candidates during the mid-term elections. A parallel focus of the panel will be the critical analysis of the racially insensitive campaign propaganda during that election. In addition, the panelists will address themes that could facilitate more comparative and/or collaborate research during the 2012 presidential campaign.

(5) Possible Panelists:

- Federico Subervi (Texas State); focus: Latinos and Latino-oriented media
- H. Denis Wu (Boston) & Tien-Tsung Lee (Kansas); focus: Asian Americans
- Hub Brown & Bradley Gorham (Syracuse); focus: African Americans
- Cristina Azocar (San Francisco State); focus: Native Americans

(6) Moderators: Diana Rios (Connecticut) and Alex Tan (Washington State)

(7) Contact Person: Federico Subervi, 6304 Colina Lane, Austin, TX 78759, subervi@txstate.edu; (512) 250-0487 home office; (512) 965-5267.

Minorities and Communication Division

(1) Panel Title:

The Unrelenting Crisis Faced by Journalists and Journalism in Latin America: Views from the Region and Implications for the U.S.

(2) Panel Type: PF&R panel.

(3) Panel Sponsorship: MAC, International Communication, Standing Committee on PF&R, Standing Committee on Teaching

(4) Description of Panel: This panel will feature U.S. and Latin American scholars who have a pulse on the ongoing unrelenting crises faced by journalists and journalism in Latin America. Panelists will discuss topics ranging from the kidnappings and assassinations in Mexico, to the recent laws that affect the flow of news and information in the region. They will also address how those crises affect journalists and journalism in the Spanish-language media in the U.S.

(5) Possible Panelists:

- Manuel Chávez (Michigan State)
- Leonardo Ferreira (Miami)
- Sallie Hughes (Miami)
- Two or three journalism professors and/or professionals from Latin America

(6) Moderators: Federico Subervi (Texas State)

(7) Contact Person: Federico Subervi, 6304 Colina Lane, Austin, TX 78759, subervi@txstate.edu; (512) 250-0487 home office; (512) 965-5267.

Minorities and Communication Division

1. Panel Type: Research

2. Potential Co-Sponsors: Cultural and Critical Studies IG, Mass Communication and Society; Radio-Television Journalism;

3. Panel Title: "Stomp the Yard: The Impact and Implications of Media Representations Of Historically Black Colleges and Universities"

4. Panel Description: This panel will explore media representations of Historically Black Colleges and their impact. The panel will include: 1. A report of a 10-year analysis of newspaper coverage of Tom Joyner's Sky Shows in the context of the literature on media portrayals of African-Americans and other minority groups in education, 2. A comparative study of the narratives of protest in "Walk Out," (about Latino secondary education political action in the Civil Rights Era,) and Spike Lee's "School Daze," 3. A study of HBCU students' perceptions of "Stomp the Yard" compared to their real-life HBCU experience and 4. A rhetorical analysis of the difference in perceptions in both the Black and White media coverage of an HBCU's invitation to the Rev. Louis Farrakhan to speak on their campus.

5. Possible Panelists

Rev. Dr. E-K. Daufin, Professor, Alabama State University

Dr. Diana Rios, Associate Professor

Dr. George L. Daniels, University of Alabama

Dr. Lillie M. Fears, Arkansas State University -

Lillie Mae Fears associate professor of journalism at Arkansas State University.

Dr. Carlos D. Morrison, Alabama State

University,

6. Moderator/Presiding (MAC Selection or perhaps with the co-authored paper one may want to present and the other preside. Additionally perhaps if I have to cut one of the presentations above that scholar could be invited to preside.)

7. Audio/Visual Needs, Overhead projector, if possible a DVD player(pause and fast forwarding able)

8. Panel Contact

Rev. Dr. E-K. Daufin, Professor

Department of Communications

Alabama State University

915 South Jackson St.

Montgomery, AL 36101-0271

(O)334.229.6885

(H)334.270.8052

Civic & Citizen Journalism Interest Group Panel Proposal

Group Contact: Kirsten Johnson, Ph.D., johnsonka@etown.edu

Type: Research

Title: A Cyber Public Sphere in a Postcommunist Context

Moderator: Sorin Nastasia, Ph.D. Assistant Professor, Department of Speech Communication, Southern Illinois University Edwardsville

Panelists:

Remus Pricopie, Ph.D. Dean and Associate Professor, School of Communication, National University for Political Studies and Public Administration, Bucharest, Romania

Elza Ibroscheva, Ph.D. Director of Graduate Studies and Assistant Professor, Department of Mass Communication, Southern Illinois University Edwardsville

Diana Nastasia, Ph.D. Lecturer, Department of Communication, Saint Louis Community College

Description: As Habermas asserted (1989), the public sphere is a space for citizens to come together and freely debate social and political rules and issues, a space that has been threatened in the recent past by lack of trust and of interest, and by inequalities of status and of access. Numerous scholars are examining the opportunities for the cybersphere to restore that public space for citizen's open debate of significant issues, and the dangers that the cybersphere might also become marked by divides and injustices (Jones, 1995; Sparks, 2001; Herring et al, 2005). However, few theorists and researchers are addressing the possibilities and the barriers of the cyberspace in countries and regions transitioning from dictatorship to democracy, that had **little to none civil society or** free media before the age of computer-mediated communication.

This panel has the purpose of bridging this gap through a series of studies about a multitude of aspects of the cybersphere in the countries of the former communist block in Eastern Europe. The panelists will approach diverse research data with various methodologies, while commonly addressing the following problematics: (a) the emergence and expansion of different forms of virtual communication (such as on-line forums, weblogs, webzines, wikis) in postcommunist countries in Eastern Europe; and (b) the roles and challenges of such forms of virtual communication in the reconstruction of a civic space in these countries in the aftermath of communism.

Contact Information: Sorin Nastasia, Southern Illinois University

Cost: None

Possible Panel Co-Sponsors: Communication Technology Division, International Communication Division, Mass Communication and Society Division, Community Journalism Interest Group

Civic & Citizen Journalism Interest Group Panel Proposal

Group Contact: Kirsten Johnson, Ph.D., johnsonka@etown.edu

Title: Community News Sites: What Works (J-Lab Luncheon)

Funding: Funded by a grant from the Ethics & Excellence in Journalism Foundation

Description: More than 7,000 placeblogs have launched around the country. Thousands more hyperlocal community news sites are now covering town and school board meeting that have never been covered before – not even in the heyday of American journalism. Building on the new J-Lab report: “New Voices What Works,” the development of a new citizen media site directory, insights from Placeblogger.com, typologies developed by Reynolds Journalism Institute’s Michelle McLellan, we examine what is working in terms of content and sustainability.

Moderator: Jan Schaffer, Director, J-Lab.

Proposed Panelists:

Lew Friedland, U-Wisconsin, Madison (he’s building the new directory for J-Lab)

Lisa Williams, CEO and Founder, Placeblogger.com

Michelle McLellan, Knight Digital Media Center, Circuit Rider, Knight Community Information Challenge

Panel Contact: Jan Schaffer, Director, J-Lab

Type: Research

Possible co-sponsors: Community Journalism

Civic & Citizen Journalism Interest Group Panel Proposal

Group Contact: Kirsten Johnson, Ph.D., johnsonka@etown.edu

Type: Research

Title: News with a View: Journalism in a Post-Objective World

Moderator: Anne Golden Worsham, Brigham Young University

Panelists:

Burton St. John III, Assistant Professor of Communication, ODU

Kirsten Johnson, Assistant Professor of Communication, Elizabethtown College

Deborah Chung, Associate Professor, School of Journalism and Telecommunications, University of Kentucky

Panelists to be named

Description: For decades the concept of objectivity in journalism has been disputed. With the rise of new technologies that allow more individuals to claim they produce news, and the increasing reliance of mainstream journalism on manufactured spectacle, this panel will discuss how the increasing presence of subjectivity in news is affecting the news we receive.

Cost: None

Panel Contact: Burton St. John

POSSIBLE PANEL CO-SPONSORS: Community Journalism, Newspaper Division, Mass Communications, Cultural and Critical Studies.

Civic & Citizen Journalism Interest Group Panel Proposal

Group Contact: Kirsten Johnson, Ph.D., johnsonka@etown.edu

Type: PF&R panel

Title: The Ethics of Participation in Journalism

Moderator:

Dana Chinn, Lecturer and Knight Digital Media Consultant, USC Annenberg's School of Journalism

Panelists:

Nikki Usher, Ph.D. candidate at USC Annenberg; she recently completed ethnographic fieldwork in leading newsrooms including The New York Times and National Public Radio, in part studying how journalists relate to audiences

Seth Lewis, assistant professor of new media journalism at the University of Minnesota; his 2010 dissertation explored the "ethic of participation" involved in the Knight Foundation's Knight News Challenge

St. Louis Beacon [we hope to have a representative from the Beacon, one of the most notable online startup news sites, to talk about its efforts with regard to participatory journalism]

Panelist(s) to be named

Description: With ever-increasing opportunities for collaboration between professionals and amateurs in the news process, there's also a growing need to understand important issues of norms and ethics that come into play. This panel will discuss and debate two key questions in particular: (1) What role *should* users themselves play in the journalism process? and (2) What kind of relationship *should* they have with professional journalists? Panelists will offer insights based on practical experience with citizen journalism projects (such as those happening locally in St. Louis itself), as well empirical research examining how the leading lights of the journalism field—from the Knight Foundation to the New York Times—are undergoing changes to their very culture as they try to find their way in a networked environment online.

Panel Contact: Seth Lewis, University of Minnesota

Cost: None

Possible panel co-sponsors: Media Ethics Division, Newspaper Division, Communication Technology Division, Mass Communication Division.

Civic & Citizen Journalism Interest Group Panel Proposal

Group Contact: Kirsten Johnson, Ph.D., johnsonka@etown.edu

Type: PF&R Panel

Title: Citizen Journalists, Bloggers and the Political Campaign

Moderator: TBA

Possible Panelists:

Dana Loesch, Representative of the St. Louis Bloggers Guild

Mark Leccese, Asst. Professor, Emerson College

Description: Readers and news followers have various conceptualizations of the role of citizen journalists and bloggers in political campaigns and public policy dialogue. The panelists will discuss these varying conceptualizations and the struggle between the journalistic ethos of neutrality and applying the standards of ethical principles equally to all candidates versus the passion and authenticity that readers often expect from citizen journalists and bloggers. The panelists will also address how citizen journalists and bloggers contribute to the dialogue of democracy and how they influence campaigns.

Cost: None

Panel Contact: Ann Golden Worsham, Brigham Young University

Possible Panel Co-sponsors: Newspaper, Communication Technology & Policy, Political Communication, Mass Communication and Society

Civic & Citizen Journalism Interest Group Panel Proposal

Group Contact: Kirsten Johnson, Ph.D., johnsonka@etown.edu

Type: PF&R Panel

Title: Citizen Journalists, Free Expression and the Law

Moderator: TBA

Possible Panelists:

Dana Loesch, Representative of the St. Louis Bloggers Guild

Representative of the Media Bloggers Association

Amber Westcott-Baker, University of California Santa Barbara; Rebekah Pure, University of California Santa Barbara

Ahran Park, University of Oregon

Rob Frieden, Penn State University

Description: As Bob Garfield of National Public Radio observed, “Every time bloggers hit publish they risk being sued for copyright infringement, invasion of privacy or defamation.”

The Media Law Resource Center has tracked the rising number of lawsuits against citizen journalists and bloggers and reported that over \$16 million in judgments have been awarded against them.

This panel will address current legal issues in citizen journalism and the blogosphere including:

Defining who is a citizen journalist for legal purposes

Assessing the liability of the citizen journalists or bloggers, both working independently and under the umbrella of a newspaper

The perception of differing ethical standards between bloggers and mainstream journalists

Possible legal aids or remedies for citizen journalists and bloggers

Estimate of the cost, if any: The only possible cost would arise from inviting a member of the Media Bloggers Association to be part of the panel, because that organization is based in New York. However, if we stayed with representatives of the St. Louis Bloggers guild we wouldn't have to worry about travel expenses.

Panel Contact: Ann Golden Worsham, Brigham Young University

Possible Panel Co-sponsors: Law & Policy, Newspaper, Communication Technology & Policy

Civic & Citizen Journalism Interest Group Panel Proposal

Group Contact: Kirsten Johnson, Ph.D., johnsonka@etown.edu

Title: Back to Basics: Covering Local Communities

Type:

Panel, Teaching

Moderator:

Sue Ellen Christian

Panelists:

Jeff South, Virginia Commonwealth University

Monique Fields, University of South Florida

John Hatcher, University of Minnesota Duluth

Michelle Ferrier, Elon University

Description:

This panel will focus on how different journalism schools are teaching undergraduates to cover local communities, either hyper-local or communities of culture or geographic communities. Northwestern has its satellite urban classrooms in which students are based out of a storefront location in the city and report on the neighborhood, for example. This panel will emphasize specific tools and teaching tips and will feature many panelists presenting their ideas in “rapid-fire” fashion.

Contact Information: Sue Ellen Christian, Western Michigan University

Funding Estimates: No funding will be requested from AEJMC for this panel.

Possible Panel Co-Sponsors: Community Journalism Interest Group

Civic & Citizen Journalism Interest Group Panel Proposal

Group Contact: Kirsten Johnson, Ph.D., johnsonka@etown.edu

Type: Research

Title: The Dynamic and Disappearing: Issues in Conducting Content Analysis of Online Content

Moderator: Glenn Scott, Ph.D., Associate Professor, Elon University

Description: In exploring user participation and the works of citizen journalists, researchers commonly apply methods of content analysis, one of the most popular methods of inquiry in media research. Media scholars traditionally apply the method to analyze manifest content in static forms such as in newspapers, magazines, films, or video. The Internet has not only enabled new forms of publishing — leading to an explosion of user-generated content — but also has introduced new considerations for scholarly examinations of such content. Unlike print versions of journalism, which are maintained in archives (including digital collections) online journalism is more dynamic, changing by the week, day, and hour. This presents complexities for those who conduct research on citizen journalism and on user-generated content as it relates to any segment of mass communications research. Moreover, empirical examinations of online content present other problems, such as in devising protocols for consistency in coding even as patterns of clicking through web pages may change from one site to the next.

This panel would assemble researchers who do work analyzing online content, whether quantitatively or qualitatively, to consider important methodological issues and to share observations and best practices. The goal of the panel is to share observations on the nuts-and-bolts issues of online coding and to cultivate more precision in methods. Some basic questions include how best to capture content, identify samples, and apply timing considerations. Beyond those are questions about veracity and authenticity of posted material, as well as concerns about working with dynamically revised and edited content.

Potential Panelists:

Jack Rosenberry, Associate Professor, Fisher St. John
Burton St. John, Assistant Professor, Old Dominion University

Possible co-sponsors include: Newspaper Division, Theory & Methodology Division, Communication Technology Division, Community Journalism Interest Group
Political Communication Interest Group

Funding Estimates: No special costs to AEJMC or CCJIG

Panel Contact: Glenn Scott, Elon University

Religion and Media Interest Group**The Story is Still Alive: Sexual Abuse and the Catholic Church**

Despite the Church's spending thousands of dollars to defend itself and its clergy against cases of sexual abuse brought by victims, the resulting scandal still goes on. Some theorists criticize media coverage of the scandal in the United States and abroad; many others criticize the church for poorly handling the 10-year plus battle.

Possible panelists:

Dane Claussen;

David Gibson, New York-based freelance journalist who worked for 5 years with Vatican Radio;

Pat Rice, freelance journalist based in St. Louis; St. Louis-based Roman Catholic diocesan spokesperson.

Moderator: Cecile S. Holmes

Potential co-sponsor: Gay, Lesbian and Trans-gendered

Possible cost: Airline ticket; room for David Gibson. RMIG expects to have the money to cover the ticket

Religion and Media Interest Group**How do you (or should you) integrate religion into a media ethics class.**

Panelists discuss the costs and benefits of allowing discussion of religion in the typical undergraduate ethics class offered at many departments of journalists and mass communications.

Panelist 1: Why discussion of religion is important for a full analysis of media ethics, and how to incorporate it purposefully.

Panelist 2: Why instructors should avoid religious viewpoints in media ethics classes at state universities.

Panelist 3: How to help students with strong religious convictions gain the most they can from a media ethics class.

Moore would like to be a panelist;

Prof. Ernie Wiggins, Univ of S.C., teaches ethics and active in ethics work with Society of Professional Journalists

Contact: Rick Moore, Boise State University
rmoore@boisestate.edu; 208-426-3562

Moderator: Myna German, no another RMIG member

Potential co-sponsor: Mass Communications and Society

No costs

Religion and Media Interest Group**News Media Framing of Isla vis-à-vis Documentary Film**

Panelists explore the vast differences and the similarities in how Islam and Muslims are portrayed in various media.

Proposed panelists:

Arabs, Jews and the News, Bob Albers and Geri Alumit Zeldes (Michigan State)

Death of an Imam –Salah Hassan (Michigan State), Brian J. Bowe (Grand Valley State), Geri Alumit Zeldes (Michigan State)

Taqcwacore: The Birth of Punk Islam – Michael Muhammed Knight (Harvard; Omar Majeed

Veiled Voices – Bridgid Maher, American University

Proposed moderators: John Kaplan, Univ of Florida; Joe Salzman, USC-Annenberg prof.

Seeking co-sponsor

Contact: Brian J. Bowe

boweb@gvsu.edu/bowebria@msu.edu

616-990-5819

No costs anticipated

Religion and Media Interest Group**Recession and the Religion Beat: Can RMIG and AEJ Help Invigorate the Specialty**

Panelists identify the scope of the problem in terms of cutbacks in people covering religion for the news media; assess the academy's potential contribution to solutions and gain perspective of the consumer of religion news locally and nationally.

Proposed panelists:

Debra Mason, executive director of the Religion Newswriters Association

Ed Lambeth, Center on Religion and Professions, University of Missouri

News Media representatives who can report firsthand on recession's impact on the specialty

Faith Community Leaders who have experienced dimensions of the decline from the audience's perspective.

Potential Co-sponsors: Newspaper Division; Entertainment Division

Contact: Ed Lambeth, lambethe@missouri.edu

No costs

Religion and Media Interest Group**Handwritten Newspapers, The Citizen Journalists of the 19th Century: Minority Voices in Faith, Culture and Politics**

The panel will explore handwritten newspapers of yesteryear with attention to ways they anticipated the citizen journalism of today. Citizen journalists may not own a printing press but they want to participate in the public discourse in from faith in the public square to corruptions in the private boardroom. This panel will take a historic look at an unusual form of newsgathering and how it may influence movements today.

Possible panelists:

Roy Alden Atwood, president of New Saint Andrews College in Moscow, Idaho, scholar of handwritten newspapers

Michael Ray Smith, Campbell University and author of "Free Press, Freehand, The Citizen Journalism of John McLean Harrington's Handwritten Newspapers

Wally Metts, Spring Arbor, citizen journalism and religion news

Jeremy Littau and Jack Lule, Lehigh University, giving voice to ordinary people for faith and politics

Cosponsorship: History Division and RMIG

Contacts: Ann Thorne, Missouri Western State University, 816-662-2157

Michael Smith, smithm@campbell.edu

No costs

Religion and Media Interest Group**Getting beyond Hate Speech in the Classroom: Mosques, Burquas and Burning Qu'rans**

This interactive panel will explore the ways faculty can better guide students in discussion of disagreement over the role of Islam in American public life and the media that attempt to cover the furor that has erupted over women's head coverings, construction of mosques in lower Manhattan, and the Qu'ran as public symbol and legitimate element of religious faith increasing numbers of Americans.

Panelists:

Rod Dreher, blogger with Beliefnet.com
former religion writer with the Dallas Morning News

Tim Townsend, religion writer, St. Louis Post-Dispatch

Debashis Aikat, UNC Chapel-Hill

Cecile Holmes, South Carolina
former religion writer for regional and national media

Debra Mason, Missouri, executive director, Religion Newswriters Association

Moderator: Michael Longinow, Biola

Possible co-sponsors:

Council of Divisions, Media Ethics, International Communication, and Minorities and Communication

Contact: Michael A. Longinow
Department number: 562-906-4569
Office ext. (through university switchboard) 5435
Cell: 951-329-7377

Religion and Media Interest Group**Religion and Sports**

Some of us worship at the altar of college football, while others attend “services” on Sunday and Monday nights to watch the NFL. Still others prefer the more international denomination of soccer. But make no doubt, sports are a religion. And not only are they religious, the intersection of religion and sports can turn a powerful cultural tide. Some examples: Timothy Tebow gets signed to the Denver Broncos phenomenon not so much for his prowess as a quarterback, but for his ability to sell millions of dollars of merchandise to a predominantly Christian conservative audience. Former University of Colorado coach Bill McCartney led a men’s movement by the millions — the Promisekeepers— when he was on the top of college football.

Possible panelists

Mark Shevy, Northern Michigan

Linda Steiner, University of Maryland (she wrote an article called “The Excommunication of Don Imus,” so that might fit)

Potential co-sponsor: Sports and Media Interest Group

Religion and Media Interest Group**“Miscellaneous” in the Middle**

The “miscellaneous” is from a “Simpsons” episode, in which Apu’s religion is described as “miscellaneous” though he is Hindu. He declares that there are 700 million Hindus to the shrugs of his Springfield neighbors. This panel would explore the “miscellaneous” religious groups in middle America, from the large Sikh population in Yuba City, Calif., to the Muslim population in St. Louis. What are their experiences of integration or lack thereof?

Possible panelists:

Spokesperson for miscellaneous groups; local religionists in St. Louis; spokesperson for mainline denomination.

Contact: Paola Banchemo
University of Alaska Anchorage
907-786-4194 work
afpb@uaa.alaska.edu

Possible co-sponsor: Entertainment Division

**Panel Proposals
AEJMC 2010
GLBT Interest Group**

(1) Panel Title: Out in the News?: U.S. News Media and the Reporting of LGB Lives

(2) Panel Type: PF&R

(3) Panel Sponsorship: Ideally, this panel will be co-sponsored with one to two other AEJMC divisions and/or interest groups, such as the Newspaper Division and the Sports Communication Interest Group.

(4) Description of Panel: This panel addresses the conventions and norms of contemporary U.S. news media for reporting the sexuality of news figures and sources whose sexual practices and identifications are not considered exclusively heterosexual. Recent decades have seen stunning change in the representation of "sexual others" in U.S. media: from a norm of erasure and/or stigmatized depictions (e.g., the 1967 CBS News report *The Homosexuals*) to more overt, "positive," and "normal" depictions (see Gross, 2001). Still, references to same-sex partners and LGB lives in news coverage is still far from routine, whereas verbal and visual references to heterosexuality (e.g., discussion of weddings, families, children, opposite-sex romantic partners and spouses, and in-laws) are pervasive and mostly unmarked. The omission of Susan Sontag's lesbianism, which many view as pertinent to her life story, in her obituaries is a recent example of this omission; NBC Sports' glossing over of Australian diver/Olympian Matthew Mitcham's gay identity is another. Featuring news professionals and media researchers who study the news industry and media effects, this panel will discuss how U.S. news media confront homosexuality, whether this is changing, and what the potential impact of such reporting practices might be.

(5) Possible Panelists: (Confirmed) Laura Castañeda, Professor of Professional Practice; Assistant Director, School of Journalism; USC Annenberg

(6) Moderator: Tara Kachgal, Ph.D.

(7) Contact Person: Tara Kachgal, Assistant Professor, Department of Communicating Arts; University of Wisconsin Superior; Holden Fine Arts Center, Room 2115; Belknap & Catlin, P.O. Box 2000; Superior, WI 54880-4500; Office Telephone: 705/394-8057; Fax: 705/394-8065; Email: tkachgal@uwsuper.edu

**Panel Proposals
AEJMC 2010
GLBT Interest Group**

- (1) Panel Title: A Voice Of Their Own: The Impact of Technology on Traditionally Marginalized Groups
- (2) Panel Type: PF&R
- (3) Panel Sponsorship: Co-sponsored: GLBT, Entertainment, History, MAC, Comm Tech and Society.
- (4) Description of Panel: This panel examines the impact that changing technology and social media has had on traditionally marginalized groups. Facebook, Twitter, Myspace, Blogs, Vimeo, Youtube, I-Phones as well as open source software and increasingly less expensive video and editing software has allowed more groups to tell their stories! From independently produced films and television programs, to web-series and Internet TV Networks (Glo TV), the means of cultural production has been placed in the hands of the average person. Moreover, technology has also changed how audiences engage in entertainment content and news consumption. What does this mean to traditional media such as the networks and mainstream Hollywood motion pictures? This is just one question that panel members will tackle!
- (5) Possible Panelists: Dr. Tim Edwards, Dr. Jamie Byrne, UALR (contacted and committed). Other panelists from co-sponsoring groups.
- (6) Moderator: Dr. Jason Shepard, California State University, Fullerton
- (7) Contact Person: Tim Edwards, School of Mass Communication, Stabler Hall 705, UALR, 2801 S. University Ave., Little Rock, AR 72204. txedwards@ualr.edu, 501-569-3250.

**Panel Proposals
AEJMC 2010
GLBT Interest Group**

- (1) Panel Title: Politicians, Preachers and the Fall From Grace
- (2) Panel Type: PF&R
- (3) Panel Sponsorship: Co-sponsored; Political Communication, Religion and Media, Newspaper, MAC, Radio/TV Journalism.
- (4) Description of Panel: Over the years, the national, state and local news has been saturated with anti-gay and family values preachers and politicians being caught engaging in the very behaviors they publicly condemn. From their extra-marital affairs to clandestine relationships with gay men, there seems to be no shortage of coverage. This panel takes a critical look at the media coverage surrounding men like Mark Sanford, John Edwards, Jim McGreevey, Ted Haggard, Bishop Eddie Long (allocations of sexual relationships with teenage boys), and Bishop Steven Arnold as well as others their fall from grace. Key questions to be addressed by panel members include: Was there a difference in coverage by mainstream media versus alternative (GLBT, Ethnic) media? How much focus was placed on these men's anti-gay rhetoric in the coverage? What can be learned from this coverage so that future reporting on these types of stories can be improved?
- (5) Possible Panelists: Frank Fellone, Deputy Editor, Arkansas Democrat-Gazette, Little Rock, Ar. (not contacted yet); Don Lemon, CNN, Atlanta, Ga. (not contacted); St. Louis area professionals will be contacted as well.
- (6) Moderator: Jeanne Rollberg – UALR
- (7) Contact Person: Tim Edwards, School of Mass Communication, Stabler Hall 705, UALR, 2801 S. University Ave., Little Rock, AR 72204. txedwards@ualr.edu, 501-569-3250.

**Panel Proposals
AEJMC 2010
GLBT Interest Group**

- (1) Panel Title: Opportunities and Oppression: The Status of the Sexual Other In Social Networking
- (2) Panel Type: PF&R
- (3) Panel Sponsorship: Co-sponsored: GLBT Interest Group and Comm Tech and Society.
- (4) Description of Panel: The panel would explore the implications for the expression and oppression of non-traditional sexual identities inherent in the new technological phenomenon of social networking. The panel might explore such topics as the ethical considerations surrounding the recent suicide of a college student after his same-sex sexual encounter was posted on YouTube, the phenomenon of "Sexting," or the formation of sexual and gender identity within the context of social networks like Facebook and Twitter, or the implications for LGBT individuals to be "un-closeted" while still living in repressive and closed societies. These are only a few of the possible presenter topics that might be acceptable to a panel of this nature.
- (5) Possible Panelists: Dr. Mark Giese, UALR (contacted/committed); Amy Barnes, UALR (contacted/committed). A St. Louis-area professional from entertainment or social networking industry (not contacted) would be a member of the panel as would .
- (6) Moderator: Tim Edwards, UALR (contacted/committed)
- (7) Contact Person: Tim Edwards, School of Mass Communication, Stabler Hall 705, UALR, 2801 S. University Ave., Little Rock, AR 72204. txedwards@ualr.edu, 501-569-3250.

**Panel Proposals
AEJMC 2010
GLBT Interest Group**

- (1) Panel Title: No Safe Place/No Safe Space: Civility and Privacy in the Age of Social Networking, Smart Phones and YouTube.
- (2) Panel Type: PF&R
- (3) Panel Sponsorship: Co-sponsored: GLBT Interest Group, Comm Tech and Society, Critical/Cultural and Law, Policy & Ethics.
- (4) Description of Panel: This panel will explore the pros and cons of new technological advancements such as Smart Phones and Social Networking through the lens of civility and privacy. Panel members will examine the recent suicide of a college student after his sexual encounter was posted on the Internet. They will also explore other dangers of easily accessible technology and prevailing attitudes of users who believe anything goes because of free speech, free expression and the anonymous nature of the Internet.
- (5) Possible Panelists: Dr. Kwasi Boateng, UALR (contacted/committed); Dr. Justin Brown, Winthrop University. Also, the panel would include representatives selected by the co-sponsoring group(s).
- (6) Moderator: Bruce Plopper (contacted/committed), UALR
- (7) Contact Person: Tim Edwards, School of Mass Communication, Stabler Hall 705, UALR, 2801 S. University Ave., Little Rock, AR 72204. txedwards@ualr.edu, 501-569-3250.

Radio-Television Journalism Division**TEACHING PANEL PROPOSAL**

Title: Fish or Cut Bait: The Future of Journalism Schools in America

Earlier this year, the University of Colorado announced it is considering closing its journalism school and dramatically remodeling the way it trains students for the profession. According to an article in the Boulder Daily Camera (2010), budget woes and rapid changes in the media world have prompted the University to consider “discontinuing” the Journalism program as it exists and fold it into a School of Information. The University of Texas is taking a different tact. Pulitzer Prize winner Glenn Frankel recently took over as Director of the School of Journalism. In a recent article laying out his vision for the future (2010, Austin American Statesman), Frankel argued artfully about the continued need for a dedicated, focused space for Journalism education and the ongoing, critical role Journalism plays in society. Then, there’s Medill’s School of Journalism and Northwestern University. The School’s decision to merge journalism and integrated marketing communications generated much controversy (See Journalism & Mass Communication Educator, Winter 2008). Meanwhile, at the Annenberg School of Journalism and Communication at USC, construction is beginning on a new \$50 million state-of-the-art building to help “accelerate the school’s progress in the digital age” (USC Annenberg News, October 2010). So what should it be? Is Journalism simply the new “Information” marketplace? Where does business and integrated marketing fit in? Should we fish or cut bait? This panel examines differing approaches to Journalism education in the digital age as they are debated among big and small schools alike. Potential Panelists Include:

Geneva Overholser, Director, School of Journalism, Annenberg School of Journalism and Communication, USC

Glenn Frankle, Director, School of Journalism, UT Austin

Dr. Laura K. Smith, Assistant Professor, English & Communication Arts, Huston-Tillotson University (small, private, HBCU)

Dr. Kathleen Ryan, Associate Professor, University of Colorado at Boulder

John Lavine, Dean, Medill School of Journalism, Northwestern University

Moderator: Dr. Kristopher Wilson, Sr. Lecturer & Broadcast Sequence Head, UT Austin

COSTS: Travel stipend for non-member of AEJMC

Organizer: Laura Smith, Ph.D.

POSSIBLE CO-SPONSORS: Any division or interest group

Radio-Television Journalism Division**PF&R PANEL****TITLE - Documentaries Now!**

America is in the midst of a celebration of the “real” - television networks and cable channels are awash with programming drawn from real life, keeping up with the Kardashians, going ice road trucking, or wondering what it is like to live in a family with 17 kids and counting. However these programs, seemingly rooted in the world first introduced by PBS’s “An American Family,” are a universe apart from the world of documentary storytelling, where producers tell unscripted stories based in the real world (in contrast to the “Real World”). What are the challenges facing documentaries in the multimedia world 21st century? This panel, made up of academics, documentary producers, and documentary directors, investigates the historic traditions of documentary and what the genre means today.

Organizer: Kathleen Ryan, School of Journalism and Mass Communication, University of Colorado, Boulder. kathleen.ryan@colorado.edu, 303-735-2940.

Moderator: TBD

Suggested panelists:

Tom Mascaro, Bowling Green University

Jon Palfreman, University of Oregon, PBS Documentary Producer (FRONTLINE)

Lisa Zeff, Illiad Entertainment, former Vice President of ABC News Productions

Bennie Klain, Trickster Films, Director, “Weaving Worlds”

COSTS: travel for producers and those non-member of AEJMC

POSSIBLE CO-SPONSORS: Critical and Cultural Studies, Visual Communication, Minorities and Communication

Radio-Television Journalism Division**PF&R PANEL****Title - Look Who's Talking: The Perils of Journalism**

In the wake of the Juan Williams firing and following onto the Rick Sanchez firing, journalists — and their individual biases -- are a part of the news. In addition to the firings of these gents, there have also been other “discussable” items for such a panel with several journalists interjecting themselves into news stories. CNN’s Don Lemon, for example, while questioning parishioners about possible pedophilia on the part of the Atlanta minister, mentioned that he, Don, was a pedophile victim as a child, thus changing the nature of the interview for surprised interviewees. It’s a new day in journalism, as definitions of journalism seem to keep changing. And precipitous firings seem to be increasing.

Possible panelists might include:

Professor William Davie, of Louisiana-Lafayette

myself [as a journalism ethics teacher, perhaps for moderator],

Juan Williams

Don Lemon

Rick Sanchez

A representative from Fox or NPR

Moderator/Organizer: Jeanne N. Rollberg, Associate Professor, School of Mass Communication, University of Arkansas at Little Rock | Stabler Hall 705 501.569.3250, jnrollberg@ualr.edu

Possible co-sponsors: Media Ethics, Newspaper, Media Management & Economics, Critical and Cultural Studies, Public Relations

Radio-Television Journalism Divison

PR&R or TEACHING PANEL

TITLE: The Case for Safety Training in the Journalism Classroom

MODERATING/PRESIDING: Mike J. Boettcher ABC NEWS/University of Oklahoma

PANELISTS:

Chris Cramer, Global Editor Multi Media Thomson Reuters
 Joe Foote, Dean, Gaylord School of Journalism, Oklahoma
 Jane Hawkes, Canadian Journalism Forum on Violence and Trauma
 Cliff Lonsdale, University of Western Ontario
 Rodney Pinder, Director, International News Safety Institute, London

PANEL DESCRIPTION: In the last ten years more than one thousand journalists have been killed covering conflict or murdered while investigating crime and corruption. As a profession, journalism is taking far too many casualties. This panel session would make the case for incorporating safety training and education into all professional journalism courses; describe the progress so far by an international team of academics and journalists in creating safety modules for use in university education and extend the network of journalism schools incorporating safety training and education into their work. The panel would bring a range of academic and professional expertise to the discussion:

- Mike Boettcher is a highly experienced ABC News foreign correspondent. He is currently on a unique assignment combining war reporting as an embedded journalist in Afghanistan with academic work at the University of Oklahoma.
- Chris Cramer was head of BBC Newsgathering and President of CNN International before joining Thomson Reuters. One of the profession's leading advocates of greater emphasis on safety training, he is President of the International News Safety Institute, a global network campaigning for journalism safety.
- Joe Foote is Dean of Gaylord School of Journalism and Mass Communications, Oklahoma University. He has served as President of the Association for Education in Journalism and Mass Communication (AEJMC) and the Broadcast Education Association (BEA). He currently is a member of the Accreditation Council for Education in Journalism and Mass Communication (ACEJMC), and is Co-Chair of the World Journalism Education Council, a network of 29 journalism education associations representing six continents.
- Jane Hawkes is executive producer and co-founder of the Canadian Journalism Forum on Violence and Trauma which supports journalism safety training and awareness. She is a television documentary producer and a contributing editor to J-Source, the Canadian Journalism Project's online publication.
- Cliff Lonsdale is Chair of the Journalism Program Committee, University of Western Ontario and President and co-founder of the Canadian Journalism Forum on Violence and Trauma. He was CBC's Chief News Editor and has worked around the world as a journalist and documentary filmmaker.
- Rodney Pinder is Director, International News Safety Institute, a global network with its headquarters in London. An experienced foreign correspondent and editor with long experience of conflict reporting, he was Editor of Reuters Television News.

PANEL CO-SPONSOR/S: Law and Policy, Magazine Journalism, Newspaper, Radio-Television

ESTIMATE SPEAKER COSTS: We would hope almost all participants could cover their travel and accommodation expenses. Jane Hawkes would require travel expenses of approximately \$575

PANEL CONTACT: Jane Hawkes, email: janehawkes@rogers.com Phone : (519) 473.6434 Cell : (519) 852.4946

Radio-Television Journalism Division**RESEARCH PANEL**

Title: Beyond the borders of the box: Attempting innovation in TV, radio, and research in a hyper-dyadic digital world

SESSION SUMMARY:

This panel attempts to address innovation on different fronts, while acknowledging the new dynamics of a hyper-dyadic digital world. This HD world's focus on relationships and ongoing participation necessitates both practitioners and academics attempt new and innovative ways to approach old problems in research and audience reach. In "Tweets and Friends: A Content Analysis of Social Network Sources in Network News Programming" Mapaye and Ryan attempt to uncover how much of network news is dictated by social media. Rather than the traditional evening newscast method of sampling, this research focuses on new ways to advance content analysis and help uncover insights traditional sampling methods might miss. Meanwhile, Strauss examines TV stations' corporate social responsibility efforts and the public relations face of television news. This approach to relationship building is one often neglected in communication research. In "Building a High School Sports 'Network' Through Podcasting" Utsler approaches new opportunities in radio play by play for schools previously neglected by traditional sports coverage. Utsler examines how relationships built through the new podcasting subscriptions model could sustain a network of more than one thousand subscribers. Lastly, Bates analyzes what transforming media markets mean for the digital revolution and what these relationship implications signify for future research and practice.

POSSIBLE SPEAKERS:

Joy Chavez Mapaye, Ph.D. – University of Alaska Anchorage

Jessalynn Strauss, Ph.D. – Xavier University (PR)

Max Utsler, Ph.D. – University of Kansas

Ben Bates, Ph.D. – University of Tennessee (CTEC)

Moderator: TBD

POSSIBLE CO-SPONSORING DIVISIONS: Communication Technology, Public Relations

ESTIMATED COSTS: None

SESSION CONTACT PERSON:

Joy Chavez Mapaye, Ph.D., Assistant Professor, Department of Journalism and Public Communications, University of Alaska Anchorage, Phone: (907) 786-4195, E-mail: jmapaye@jpc.alaska.edu

Radio-Television Journalism Division**PF&R PANEL**

Title: The State of the Industry: Print, Broadcast and Online.

Moderator: Lillian Williams, Director, Broadcast journalism concentration, Columbia College Chicago

Panelists:

Bob Papper, Moderator and Presenter (Hofstra University and Director, RTDNA/Hofstra University Annual Survey).

Kevin Benz, Chairman, Radio Television Digital News Association and News 8 Austin

Richard Karpel, Executive Director, American Society of News Editors

Earl Wilkinson, Executive Director, International Newsmedia Marketing Association

Jane McDonnell, Executive Director, Online News Association

Al Tompkins: Poynter Institute (not sure if he can attend, but another Poynter representative likely will attend the conference)

We take a look, overall, at the state of the industry for which we prepare so many of our students. In this time of change and uncertainty, it's more important than ever for our members to understand exactly where the industry stands ... where it expects to go ... and what that means for the future of journalistic storytelling

The name of division(s) or interest group(s) who might co-sponsor the panel: Newspaper, Media Management

Estimate of the cost, if any (travel for non-member speakers, etc): Historically, I have been able to arrange this without cost to AEJMC. These days, who knows.

Contact people: Bob Papper, Hofstra University ... 516-463-4100 ... bob.papper@hofstra.edu; Lillian Williams, Columbia College Chicago, lwilliams@colum.edu

Radio-Television Journalism Division**PF&R PANEL**

Title: The TV News Department of 2011

Possible Moderator, and Panelists: Bob Papper, Hofstra, Moderator

Sean McLaughlin, KMOV N.D.

Mike Shipley, KSDK N.D.

Audrey Prywich, N.D. for the joint operations at KPLR and KTVI.

Perhaps one or two local people

A six-line description of your panel: TV news departments have undergone dramatic changes in just the last two years, and TV news, as we have known it, is just one of many products on one platform produced by today's news operation. This panel will include professionals at a range of (mostly) St. Louis stations talking about what they produce across a range of platforms and the workflow in today's newsroom.

The name of division(s) or interest group(s) who might co-sponsor the panel: Media Management.

Estimate of the cost, if any (travel for non-member speakers, etc): None

The name and contact information of the person who is organizing the panel: Bob Papper, Hofstra University ... 516-463-4100 ... bob.papper@hofstra.edu, Ralph R. Donald, Ph.D., Professor and Director of Internships, Department of Mass Communications., Southern Illinois University Edwardsville, Dunham Hall 1033, Box 1775, Edwardsville, IL 62026, Office: (618) 650-2236, E-mail: Rdonald@siue.edu

Radio-Television Journalism Division**TEACHING PANEL PROPOSAL**

Title: How To Help Students Speak With Authority

Organizer/Moderator: David Cupp, Asst. Prof.
University of North Carolina, Chapel Hill
919-843-7813
dcupp@unc.edu

Possible Panelists

No specific panelists have been lined up, but the last time we did a voice panel a half-dozen RTVJ professors expressed a desire to be included in it. My guess is that we could find several professors who could make meaningful contributions in addressing this topic.

Description of Panel

In a recent international survey, 99% of broadcast news managers said they consider voice to be either important or very important whenever they screen on-air applicants. Asked what types of delivery they prefer, the news managers said they seek applicants who sound conversational, credible, and authoritative.

How can we help our students to meet these criteria? This panel will offer specific techniques professors can employ in helping their students to identify and utilize their optimum pitch, to find the meaning-laden words in their scripts and emphasize them effectively, and how to enhance their resonance in order to sound more mature.

Estimate Of The Cost, If Any (Travel For Non-Member Speakers, Etc).

None

Radio-Television Journalism Division**TEACHING PANEL PROPOSAL**

Title: He Said, She Said: The Role of Student Evaluations in the T & P Process

POTENTIAL CO-SPONSOR: Communication Theory and Methodology

Debated and discussed for years, the issue of student evaluations continues to dog teachers and scholars in higher education. That debate heated up again this summer after FIU professor Stanley Fish published his two-part commentary in the New York Times 's Opinionator (<http://opinionator.blogs.nytimes.com/2010/06/21/deep-in-the-heart-of-texas/>). Among other things, Fish pointed out, "as a student... it may be years before I know whether I got my money's worth.... A course I absolutely loved may turn out to be worthless.... And a course that left me feeling confused and convinced I had learned very little might turn out to have planted seeds that later grew into mighty trees of understanding." Although "deferred judgment" seems to be an appropriate means for evaluating professors pedagogical abilities, it is not the way of the world. Institutions of higher education continue to rely on the opinions of students when it comes to evaluating their professors. Those evaluations can play a significant part in our career and professional development, including hiring, tenure, and promotion decisions – not to mention pay. To make matters worse, a number of schools are moving to online, voluntary data collection methods – methods that any masters-level researcher could tell you adds up to "bad data." Still, the practice persists. What should be done? What methods of data collection create the best information? Is the current system any better than "Rate My Professor.com"? Where do peer evaluations and other alternatives fit into the equation. This panel tackles those questions and more as they relate to Journalism & Mass Communication education. Potential

Panelists include:

Dr. Laura K. Smith, Huston-Tillotson University

Dr. Andrea Tanner, University of South Carolina

CT&M member and other panelists TBA

ORGANIZER: Laura Smith

MODERATOR: TBD

SCHOLASTIC JOURNALISM DIVISION

AEJMC 2011 Convention Joint Session Proposal

Panel Title: The 10th Anniversary Teach-in: Gateway to Journalism Teaching

Panel Type: *(Select one of the following)* Teaching

Possible Co-sponsors: Council of Affiliates

Summary of Session:

Scholastic journalism means kids and teachers. Although metropolitan newspapers and national journalism organizations have jumped in to help struggling inner-city student publications, it's often too little, too late. Since 2001, the Scholastic Journalism Division has offered a day-long "teach-in" and invited area media advisers to learn and enhance their knowledge.

Possible Panelists:

John Bowen, Kent State;

Candace Perkins Bowen, Kent State;

Valerie Penton Kibler, Harrisonburg High School, Virginia, Dow Jones Newspaper Fund High School Journalism Teacher of the Year;

Aaron Manfull, Adviser, Francis Howell North HS, St. Charles, MO

Mark Goodman, Kent State

David Bulla, moderator

Estimate Speaker Costs: *(Funding may be available for travel expenses of non-AEJMC panelists)*

Contact Person:

Vanessa Shelton, Iowa

319-335-3321

vanessa-shelton@uiowa.edu

SCHOLASTIC JOURNALISM DIVISION

AEJMC 2011 Convention Joint Session Proposal

Panel Title: Honors Lecture

Panel Type: *(Select one of the following)*

Teaching

Possible Co-sponsors:

Summary of Session:

Presentation of the annual David Adams Scholastic Journalism Educator of the Year Award

Honors Lecture (presenter to be determined)

Possible Panelists:

Moderator: Vanessa Shelton, Iowa

Estimate Speaker Costs: *(Funding may be available for travel expenses of non-AEJMC panelists)*

Contact Person:

Vanessa Shelton, Iowa

319-335-3321

vanessa-shelton@uiowa.edu

SCHOLASTIC JOURNALISM DIVISION

AEJMC 2011 Convention Joint Session Proposal

Panel Title: Innovative Outreach to Scholastic Journalism

Panel Type: *(Select one of the following)*
Invited Panel Research

Possible Co-sponsors:

Summary of Session:

The Scholastic Journalism Division presents the winners of its annual competition for those who find new and different ways to support high school and middle school journalists and their teachers/advisers. The emphasis is on showing how others can adapt and adopt these ideas.

Possible Panelists:

TBD

Moderator: Julie Dodd, Florida

Estimate Speaker Costs: *(Funding may be available for travel expenses of non-AEJMC panelists)*

Contact Person:

Vanessa Shelton

319-335-3321

vanessa-shelton@uiowa.edu

SCHOLASTIC JOURNALISM DIVISION

AEJMC 2011 Convention Joint Session Proposal

Panel Title: Luncheon

Panel Type: *(Select one of the following)*
PFR

Possible Co-sponsors:
MAC

Summary of Session:
Annual luncheon with MAC division. Presentation of Knight Multicultural Achievement Award

Possible Panelists:
Guest speaker TBD

Estimate Speaker Costs: *(Funding may be available for travel expenses of non-AEJMC panelists)*

Contact Person:
Vanessa Shelton, Iowa
319-335-3321
vanessa-shelton@uiowa.edu

SCHOLASTIC JOURNALISM DIVISION

AEJMC 2011 Convention Joint Session Proposal

Panel Title:

Advancing theory and methods in scholastic journalism research

Panel Type: *(Select one of the following)*

Panel Research

Possible Co-sponsors:

CT&M

Summary of Session:

This session begins to discuss ways in which scholastic journalism researchers can incorporate theory refinement and building into their work. Additionally, panelists will discuss how scholastic journalism researchers can work toward the development of more valid and reliable measures of the concepts most important to us.

Possible Panelists:

Adam Maksl, Missouri
Geoffrey Graybeal
Mary Arnold, South Dakota State
Jack Dvorak, Indiana
Bruce Konkle, South Carolina
Someone from CT&M

Estimate Speaker Costs: *(Funding may be available for travel expenses of non-AEJMC panelists)***Contact Person:**

Vanessa Shelton
University of Iowa
vanessa-shelton@uiowa.edu
319-335-3321

SCHOLASTIC JOURNALISM DIVISION

AEJMC 2011 Convention Joint Session Proposal

Panel Title: Online Journalism Education: Creating Meaningful Curriculum for Professionals, Educators and High School Students

Panel Type: *(Select one of the following)* Teaching

Possible Co-sponsors: Newspaper; Radio-Television

Summary of Session:

Many universities seek to establish quality online, distance learning classes. However, teaching multimedia newsgathering to professionals and educators who wish to update their skills and secondary students who want to jump-start their college careers presents challenges along with opportunities. Panelists will talk about trends in distance education, course development, technical challenges and outreach to multiple constituencies.

Possible Panelists:

Felice Nudelman, The New York Times Knowledge Network, panelist
Online pedagogy, distance education trends

Chris Flook, Ball State University, panelist

Overcoming technical challenges (formatting, exporting, servers, etc.) to online education

Suzy Smith, Ball State University, panelist

Strategies for encouraging student interaction among students from different backgrounds

Candace Perkins Bowen, Kent State

Representative, online university, topic and representative TBD

Mary Spillman, Ball State University, moderator

Estimate Speaker Costs: *(Funding may be available for travel expenses of non-AEJMC panelists)*

Contact Person:

Mary Spillman

Assistant Professor, Department of Journalism, Ball State University

765-285-1072

maryspillman@bsu.edu

SCHOLASTIC JOURNALISM DIVISION

AEJMC 2011 Convention Joint Session Proposal

Panel Title: Much Ado About Hazelwood?

Panel Type: *(Select one of the following)*
PF&R

Possible Co-sponsors:
Law

Summary of Session:

The U.S. Supreme Court decision in the Hazelwood case has rippled throughout scholastic journalism classrooms and newsrooms, as well as subsequent court cases. Here in the backyard of the high school where the case originated in Missouri, this panel will reassess the impact of the case and explore the effects the decision has had in high school journalism and student free expression nationally and in Missouri.

Possible Panelists:

Dan Kozlawski, Saint Louis University

Frank LoMonte, SPLC

Aaron Manfull, adviser, Francis Howell North High School, St. Charles, MO

Mark Goodman, Kent State

Tom Eveslage, Temple

James Tidwell, Eastern Illinois

Moderator: Teresa White, Indiana

Estimate Speaker Costs: *(Funding may be available for travel expenses of non-AEJMC panelists)*
\$800.00 (travel LoMonte)

Contact Person:

Vanessa Shelton, Iowa

319-335-3321

vanessa-shelton@uiowa.edu

SCHOLASTIC JOURNALISM DIVISION

AEJMC 2011 Convention Joint Session Proposal

Panel Title: Revitalizing Journalism in Urban High Schools

Panel Type: PFR

Possible Co-sponsors: MAC

Summary of Session:

High school journalism programs in urban centers have become woefully absent. Budget cuts, achievement assessments and benign neglect are among the reasons student newspapers, yearbooks, broadcasts and websites are not available. Consequently, students attending these schools miss out on the academic and character building benefits of learning about news media operations and production, not to mention the career preparation opportunities these programs afford. Efforts continue by scholastic journalism educators nationally to support remaining programs and to advocate for reinstitution of journalism in the curriculum. This panel will explore these efforts and consider paradigms to reinvigorate urban scholastic journalism.

Possible Panelists:

Alvin Reid, editor, St. Louis American

NABJ chapter representative

Steve O'Donohue, Sacramento and Los Angeles Journalism Collaboratives

Cristina Azocar, San Francisco State

Sandy Woodcock, NAA

Linda Shockley, DJNF

Carol Knopes, RTNDF

Curtis Lawrence, Columbia College

Moderator, Vanessa Shelton, Iowa

Estimate Speaker Costs: (*Funding may be available for travel expenses of non-AEJMC panelists*)

\$800.00 O'Donohue travel

Contact Person:

Vanessa Shelton, Iowa

319-335-3321

vanessa-shelton@uiowa.edu

AEJMC ADVERTISING DIVISION

AEJMC 2011 Conference Joint Session Proposal

Panel Title: What should tomorrow's graduates be? Specialists vs. generalists vs. t-shaped talent

Panel Type: Teaching

Possible Co-sponsors:

- Advertising Division
- Visual Communication Division
- Media Management and Economics
- Internships & Careers IG

Summary of Session:

From Silicon Valley to the digital communications world, many say the new knowledge worker should be a T-shaped person. In other words, have great breadth of knowledge across many disciplines, and deep expertise in one area. A T-shaped person has more than minimal expertise in the disciplines of colleagues. T-shaped talent has been identified as a growing necessity in communications planning, design and advertising, especially in digital advertising cultures. However, not everyone agrees. Some argue the necessity for specialists in digital communications production. Still others argue that generalists make the best creative people. Regardless of who's right, everyone concedes that collaboration is the mantra of creative development today—and antithetical to the advertising culture of ego and individual fame. Collaboration is a game-changing process wrought by the digital revolution. How can—and should—colleges and universities be preparing students for the kind of thinking required for the world they will enter?

Possible Panelists:

Tim Brown, CEO of IDEO (world-leading design firm, with offices in Palo Alto, San Francisco, London, Boston and Shanghai, and others)

And/or based on funding:

Steve Hardy, Founder of "Creative Generalist" blog, and Director of Marketing at WowWee, web and consumer electronics product development company

Top agency persons from St. Louis (awaiting referrals from AAF of St. Louis)

Recruiter

Academic program representative: Jan Slater? Rick Boyko, VCU Brandcenter

Karen Mallia, USC (moderator), former-CD and advertising professor researching gender, digital advertising and creative

Estimate Speaker Costs: None

Contact Person: Karen Mallia, South Carolina, Office: 803.777.1154

E-mail: kmallia@sc.edu

AEJMC ADVERTISING DIVISION

AEJMC 2011 Conference Joint Session Proposal

Panel Title: Aging assessment: How to measure, document, and improve student achievement of learning outcomes

Panel Type: Teaching

Possible Co-sponsors:

- Advertising Division
- Communication Theory and Methodology
- Public Relations
- Newspaper
- Radio-Television Journalism

Summary of Session:

The call for assessment is not new, nor is it a passing academic fad. ACEJMC demands programs that ask to be accredited to provide not only a plan for assessment, but evidence demonstrating that results are used to improve curriculum and learning. Assessing student learning shifts the focus from what instructors teach to what students learn but the question of how to exactly do that has not fully been explored with respect to journalism and mass communication education. How can programs build an assessment culture that faculty can believe in and grow? And how can assessment be used to make meaningful changes to the curriculum that improve student learning? What are ways in which programs can document what faculty are teaching and what students are learning?

Research suggests that assessment should start with the capstone course, but how can we make assessment meaningful and continuously improve student learning? Some capstone courses participate in the NSAC or Bateman competition. How can student involvement with a national competition be assessed? Another challenge is how to include the goals and values of the industry that is going to hire our students after they complete our programs. How can journalism programs incorporate the needs of the industry while focusing on accrediting guidelines and sound pedagogical principles? Are the outcomes our students achieve in line with the outcomes the industry demands? In addition, it has been difficult to engage faculty meaningfully in the assessment process, which is often regarded as an added burden on the already overloaded faculty members who are teaching our students. What is in it for them? How can assessment at the course level become part of assessment at the program level?

This panel addresses these issues, offering several ways in which meaningful assessment can be accomplished in journalism and mass communications programs across the country. In addition to meeting accrediting standards and improving student learning, assessment can become an academic theme in instructors' dossiers and research agendas, preparing them to become educators in addition to researchers, benefiting the students they teach, the industry, and their programs.

Possible Panelists:

- Trevor Brown, Columbia University (need to contact)
- Nancy Mitchell, Nebraska-Lincoln
- Jami Fullerton, Oklahoma State
- Representatives from other divisions

Estimate Speaker Costs:None

Contact Person: Frauke Hachtmann, Nebraska-Lincoln Office: 402.472.9848 E-mail: fhachtmann1@unl.edu

AEJMC ADVERTISING DIVISION

AEJMC 2011 Conference Joint Session Proposal

Panel Title: Bulls-eye! Technology and targeting, for better or worse

Panel Type: Teaching

Possible Co-sponsors:

Advertising Division
Communication Technology
Public Relations

Summary of Session:

The hottest topic in media is audience targeting vs. content targeting. Basically, with advanced technologies available through software and online marketing, brands can target their advertising and public relations messages on a blend of demographic, online behavior, purchase behavior and many other things. Accordingly, one can segment out very finite audiences for message targeting, rather than just placing that message on a relevant site for a given product. What's best for the agencies, for the marketers, and for the consumers? Where is this new technology going next?

This panel will bring together scholars, advertisers and public relations practitioners, and marketers to discuss the pros and cons of these new online technologies and their impact on achieving message objectives. By bringing together these key players, we will be able to show attendees how to better prepare students for dealing with these cross-disciplinary initiatives.

Possible Panelists:

Marc Abel, Executive Vice President
Weber Shandwick, Public Relations (St. Louis)

Cheryl Foster, Manager, Marketing and Business Development
Outrider, Search Marketing Consultancy (St. Louis)

Diana Garbs, Senior Project Manager
4orce, Brand Engagement Agency (St. Louis)

Carl P. Langsenkamp, Vice President, Global Public Relations
Xerox Corporation, Business Services (St. Louis)

Estimate Speaker Costs: None

Contact Person:

Scott Hamula, Ithaca
Office: 607.274.1034
Email: shamula@ithaca.edu

AEJMC ADVERTISING DIVISION

AEJMC 2011 Conference Joint Session Proposal

Panel Title: Advertainment: Advertising, entertainment, and engagement

Panel Type: Research

Possible Co-sponsors:

Advertising Division
Public Relations
Communication Technology Division

Summary of Session:

As technology becomes more pervasive, advertising, marketing and PR have undergone a cataclysmic shift. Consumers, assaulted by an ever-increasing barrage of graphic images, have turned a blind eye to traditional attention vehicles. Ads displayed on billboards, newspapers, television, and visual information presented attractively to captivate and persuade us are far less effective now than they once were. In these times of exhilarating changes in media technologies, it is critical to understand how to connect with consumers across emerging media using formats that generate consumer involvement, entertainment, and engagement – advergaming, social media, podcasts etc.

Possible Panelists:

Vincent Cicchirillo (University of Texas)
Heather La Marre (University of Minnesota)
Emily Moyer-Guse (The Ohio State University)
Kate Sutherland, Account Manager, Profero...Digital company
Cliff Marks, President of Sales and Chief Marketing Officer, National CineMedia
Jonathan Adams, SVP, Global Media, Digitas
Brooke Baratz, Video Investment Supervisor, Starcom MediaVest Group

Moderator:

Lance Holbert (The Ohio State University)

Estimate Speaker Costs: None

Contact Person:

Troy Elias, Florida
telias@jou.ufl.edu

AEJMC ADVERTISING DIVISION

AEJMC 2011 Conference Joint Session Proposal

Panel Title:

How the management function at marketing communication firms is changing

Panel Type:

Teaching

Possible Co-sponsors:

Advertising Division
Public Relations
Media Management and Economics

Summary of Session:

The management function at traditional agencies and specialized communication firms is changing dramatically. A professional panel discussion addressing this topic would help AEJMC professors understand what is driving this change and its impact on today's student.

The management function exists at all agencies: traditional, digital, media, public relation and branding agencies. Understanding how communication firms structure the management function would provide a unique and interesting perspective to Ad Division members.

Although account management is sometimes characterized in a negative manner, it remains a popular career choice for advertising students. The more information AEJMC advertising professors have about the skills and knowledge required to be successful, the better we can prepare our students for careers in the profession. This panel would also benefit professors who are participating in curriculum changes for Journalism and Mass Communication schools and address new and unique ways to teach this topic.

Possible Panelists:

Don Dickinson – Portland State University (academic perspective)
Scott Buckley, Saatchi and Saatchi/NY (traditional agency perspective)
Patrick Seiffert, GlaxoSmithKline, Brand Manager (client side perspective)
Carina Rolley, RGA (interactive/digital agency perspective)
TBD (media agency perspective)
TBD (PR agency perspective)

Estimate Speaker Costs:

None

Contact Person:

Craig Davis, Ohio
740-593-2605 (office)
Email: davis7@ohio.edu

**Mass Communication and Society
Panel Proposal for the 2011 AEJMC Convention**

Title of Panel: Out of control: Sports media's obstacles in story sourcing and reaching the audience

Type of Panel: PF&R

Panel Co-Sponsorship: Sports Interest Group

Panel Description:

Twitter, Facebook, blogs, citizen journalists and other social media have altered the landscape of journalism. Paramount to this transformation is the cultivation of information from reliable sources and the process of information gathering. The panelists for this session will discuss the impact of social media on sources in sports media, and the technological challenges of finding, vetting and utilizing sources in journalistic storytelling. The panel will also explore the impact the sources are having on setting the media agenda.

Possible Panelists:

Bu Zhong, Penn State University (MC&S)
Scott Reinardy, University of Kansas (Sports)
Two other panelists to be identified

Moderator: To be determined

Contact Information:

Scott Reinardy
University of Kansas
205A Stauffer-Flint Hall
Lawrence, KS 66045-7575
Tel: 785-864-7691
Email: reinardy@ku.edu

Bu Zhong
Penn State University
223 Carnegie
University Park, PA 16801
Tel: 814-769-1919
Email: zhongbu@psu.edu

Mass Communication and Society
Panel Proposal for the 2011 AEJMC Convention

Panel Title: The Community Structure Model: Innovations in Exploring the Impact of Society on Media

Panel Type: Research

Possible Co-sponsors: Communication Theory and Method Division

Summary of Session:

The community structure research model is valuable because it explores media and journalists from an unusual perspective. Instead of the more standard paradigm, examining the impact of media on society, this approach explores the impact of society on media. In modern communication theory, Robert Park at the University of Chicago in the early twentieth century, concerned about integrating waves of new immigrants into US society, admonished the incipient communication field to look not only at the impact of media on public opinion, but also at the impact of public opinion on media.

The community structure approach provides communication scholars with several advantages:

- A. Measures of public opinion at the city/metropolitan level are difficult to obtain, and the community structure approach makes a contribution by enabling scholars to employ unobtrusive, easily obtainable measures that reflect metropolitan public perspectives/opinions.
- B. The community structure approach specifies relatively enduring structural characteristics that pre-date most coverage, enabling scholars to make observations about social conditions existing prior to coverage, lending credence to robust causal explorations and affirmations.
- C. The community structure approach contextualizes journalists, attempting to specify the living and working environments that add perspective to what reporters write, challenging the classic "objective" reporting notion that all reporters everywhere, regardless of variations in crime rates or health care opportunities or poverty levels, can be expected to report similarly on critical issues.
- D. Modern community structure analysis now reaches beyond the initial work of Tichenor, Donohue and Olien, focused tightly on political power structures and city size, to: a) national samples of newspapers; b) a wide range of political and social issues; and c) new conceptions of "structure", which encompass a wide range of patterns measured by community demographics or other aggregate measures of community identity, membership, participation, production, consumption or access.

A wide range of research questions and methodologies are welcome under the community structure umbrella. Several scholars propose a panel on innovative approaches in the use of community structure theory, focusing on such themes as: innovative indicators of "structure" in comparing metropolitan areas both within the United States and cross-nationally; an exploration of both direct and indirect indicators of "community power"; exploring ways to measure "structure" in online communities in China; and the connection between structural pluralism and modern social media. This variety of approaches employed by both experienced and emerging scholars, exploring both traditional and digital media, promises an exciting panel!

Possible Panelists:

John C. Pollock, The College of New Jersey, Panel Chair
 Cory Armstrong, University of Florida
 Elaine Yuan, University of Illinois – Chicago
 Brendan R. Watson, North Carolina
 Masahiro Yamamoto, Washington State University

Estimate Speaker Costs: None

Contact Person:

John C. Pollock, Ph.D., MPA, Professor and Chair, Communication Studies Dept., The College of New Jersey, Ewing, NJ 08628
 pollock@tcnj.edu; 609-771-2338

**AEJMC 2011 Convention
JOINT SESSION PROPOSAL
Mass Communication & Society Division**

TYPE OF PANEL: Teaching Workshop Panel

TITLE: Promising Professors and Distinguished Educator

POSSIBLE PANELISTS:

Promising Professors (faculty and graduate student) winners - TBD
Distinguished Educator - TBD

PANEL DESCRIPTION:

This panel celebrates individuals who show us new ways to think about teaching and learning. In this panel, this year's Promising Professors competition winners and Distinguished Educator award recipient will present tips for better classroom interactions, and those in attendance will have an opportunity to share what has brought them success in the classroom.

POSSIBLE SESSION CO-SPONSORS: Graduate Education Interest Group

PANEL PROPOSERS:

• **MCS Teaching Committee Co-Chair**

Kelley Crowley
West Virginia University
P.I. Reed School of Journalism
1511 University Avenue
PO Box 6010
Morgantown, WV 26506-6010
Telephone: 304-293-3505
Fax: 304-293-3072
E-mail address: kelleylcrowley@gmail.com

• **MCS Teaching Committee Co-Chair**

JoAnn Wong
Indiana University School of Journalism
Ernie Pyle Hall
940 East Seventh St.
Bloomington, IN 47405-7108
Telephone: 812-856-2847
Fax: 812-855-0901
E-mail address: wjwong@indiana.edu

**Mass Communication and Society
Panel Proposal for the 2011 AEJMC Convention**

Panel Title Teaching Political Communication Using Social Media

Type of Panel: Teaching Panel

Background and Significance of the Topic

The emergence of social media has changed the playing field in political communication. Students need to understand the power and use of such media in politics. Social media have become an important part of political communication in the 21st century. They provide a channel for discussion and exchange of political ideas among users, and they also open dialogues between politicians and citizens. Communicating with their supporters via social media has become an indispensable tool for political candidates in election campaigns. Politicians are able to respond to citizens quickly and release information on their schedule rather than on traditional media's deadlines. Some research indicated that social media are successful in getting people involved in local politics. Some technology specialists believe that people don't necessarily open their e-mails, but they open Facebook. Given this critical role social media now play in politics, a growing number of educators embrace using social media as a teaching tool in classrooms. Some believe that using social media, such as Facebook, YouTube, and Twitter, is an integral part of education today. Bringing social media to the classroom as a teaching tool shows students how their social networking influences their academic activities and how this impact would play in the political context. Using social media in teaching political communication also encourages students to participate in politics with activities, such as reading and writing political blogs, following politicians on Twitter, and interacting with politicians on Facebook. This political participation also generates discussion about politics in classrooms.

Panelists might discuss: (1) advantages and disadvantages of using social media in teaching political communication, (2) their experiences in using social media in classrooms, (3) ways to optimize the use of social media as a teaching tool, (4) the expected learning outcome from using social media in teaching, and (5) social media literacy in classrooms.

Possible Panelists

Barbara Kaye, University of Tennessee
Tom Johnson, University of Texas
Dawn Gilpin, Arizona State
Jeremy Lipschultz, University of Nebraska at Lincoln
Marcus Messner, Virginia Commonwealth
Amy Schmitz Weiss, San Diego State
Cindy Royal, Texas State University at San Marcos
Zizi Papacharissi, University of Illinois at Chicago
Nicole Ellison, Michigan State
Joe Walther, Michigan State
Kaye Sweetser, University of Georgia

Co-sponsor: Political Communication Interest Group

Contact Information: W. Joann Wong
940 E. 7th Street
School of Journalism
Indiana University
Bloomington, Indiana 47401
919-824-0852
wjwong@indiana.edu

**Mass Communication and Society
Panel Proposal for the 2011 AEJMC Convention**

Title: Partnering for publication and broadcast: lessons learned

Panel Type: Teaching

Summary:

The purpose of this panel would be to glean best practices from university journalism departments that have partnered with media organizations on major projects or regular publications.

This type of partnership was once rare. Unions objected to student labor, professors worried about exploitation and editors worried about whether students could produce work that was of the quality required by their brand. In today's era of innovation, these partnerships are increasingly common.

This panel would explore the best and worst aspects of these partnerships, offering an overview of best practices to emulate and worst mistakes to avoid for those of us contemplating similar structures.

Potential Panelists:

Professor Peter Klein, University of British Columbia. Klein's students won an Emmy this year for an investigative journalism project done in partnership with PBS.

Jay Rosen, founder of Studio 20 at New York University.

Dr. Jody Brannon, national director of the Carnegie-Knight News 21 initiative based at the Walter Cronkite School of Journalism.

Other divisions that might be interested:

Newspaper, Radio-Television Journalism, Management and Media Economics

Contact Info:

Kelly Toughill
Director and Associate Professor
School of Journalism
University of King's College
902-422-1271 x185
kelly.toughill@ukings.ns.ca

**Mass Communication and Society
Panel Proposal for the 2011 AEJMC Convention**

1. TITLE: Location, location, location: Using location-based services to add some mobile to your journalism course

2. Panel Type: Teaching panel

3. Summary:

Use of location services in journalism has been on the rise in the past few months, with the Wall Street Journal and New York Times making inroads to attract readers with mobile applications such as Foursquare. At the same time, other location services such as Yelp! have on their own generated significant content solely from user generation

Our panel will cover how to fit location into the classroom curriculum. We will focus on best practices but also talk about specific assignments that we have given students to let them get familiar with the technology as it relates to journalism. We also intend to build a Web page that hosts assignments and open it up to the audience to discuss and contribute their own assignments, so the panel is hopefully only a starting point for discussion on the topic. One good thing about our panel: we are diverse in gender and geography, but also in terms of school and program size and we want to demonstrate that anybody can make use of this in their classes.

4. Panelists: All four proposed panelists have been using Foursquare, Gowalla, and Yelp! in their journalism classes:

a. Jeremy Littau, Lehigh University: One of the few journalism educators who can claim some expertise on this hot topic. He spoke to the Association of Alternative Newsweeklies convention in Toronto this past July on the topic and found strong interest in learning more. News organizations are looking for hires versed in location, and he has used that to incorporate it into the curriculum at Lehigh.

b. Jen Reeves, University of Missouri: Uses Foursquare and Gowalla as part of her TV news classes.

c. Carrie Brown, University of Memphis: Uses location and Twitter together as part of her classes.

d. Bob Britten, West Virginia University: One of the first professors in the country to use Foursquare in the classroom.

5. Possible Co-Sponsors: Civic & Citizen Journalism Interest Group, Community Journalism Interest Group might be interested in co-sponsoring. Maybe Communication & Technology.

6. Contact: Jeremy Littau, Department of Journalism and Communication, 33 Coppee Dr., Bethlehem, PA 18015, 610-758-6520, jjl409@lehigh.edu

**Sports Interest Group
Panel Proposal for the 2011 AEJMC Conference**

Title of Panel: Out of control: Sports media's obstacles in story sourcing and reaching the audience

Type of Panel: PF&R

Panel Co-Sponsorship: Submitted to the Sports Interest Group, and the Mass Communication & Society Division

Panel Description:

Twitter, Facebook, blogs, citizen journalists and other social media have altered the landscape of journalism. Paramount to this transformation is the cultivation of information from reliable sources and the process of information gathering. The panelists for this session will discuss the impact of social media on sources in sports media, and the technological challenges of finding, vetting and utilizing sources in journalistic storytelling. The panel will also explore the impact the sources are having on setting the media agenda.

Possible Panelists:

Bu Zhong, Penn State University (MC&S)
Scott Reinardy, University of Kansas (Sports)
Two other panelists to be identified

Moderator: To be determined

Contact Information:

Scott Reinardy
University of Kansas
205A Stauffer-Flint Hall
Lawrence, KS 66045-7575
Tel: 785-864-7691
Email: reinardy@ku.edu

Bu Zhong
Penn State University
223 Carnegie
University Park, PA 16801
Tel: 814-769-1919
Email: zhongbu@psu.edu

**Sports Communication Interest Group
Panel Proposal for the 2011 AEJMC Conference**

Title of Panel: Fostering Critical Thinking in Entertainment and Sports Studies Courses

Type of Panel: Teaching

Panel Co-Sponsorship: Submitted to the Sports Communication Interest Group and the Entertainment Studies Interest Group; another possible co-sponsor would be the Cultural and Critical Studies Division

Panel Description:

In the entertainment-oriented course, engaging students is usually easy, but cultivating a critical-analytical perspective requires time, patience, and inventive pedagogy. The panelists for this session will discuss strategies and activities they use to encourage a critical orientation among students in courses that focus on fictional entertainment media (television, movies, books) and fact-based entertainment media (sports, reality programs, magazines, advertising). The panel will also explore the seemingly dichotomous dynamic that students experience as they gain critical distance from some of their "favorite" media content.

Possible Panelists:

Karen E. Kline, Lock Haven University (television studies)

Bob Trumpbour, Penn State University, Altoona (sports)

Two other panelists to be identified

Moderator: To be determined

Contact Information:

Karen E. Kline

Lock Haven University

Robinson 604

Lock Haven, PA 17745

Tel: 570-484-2376

Email: kkline@lhup.edu

**Sports Communication Interest Group
Panel Proposal for the 2011 AEJMC Convention**

Title of Panel: Freeloading or Access? Freebies and Sports Journalism Ethics

Type of Panel: Professional Freedom & Responsibility

Panel Co-Sponsorship: Submitted to the Sports Communication Interest Group and the Media Ethics Division

Panel Description:

Journalistic ethics codes caution reporters from accepting gifts, favors or memorabilia. On most beats, the prohibition of “freebies” is iron-clad and journalists tend to respect it. Sports journalists, however, often cross the line, arguing that access to press boxes and locker rooms includes access to pre- and/or post-game meals, free tickets for friends or family members, and other gifts or “tokens of appreciation” provided by professional and major college teams. This panel discussions would begin at that basic level and explore the way in which the lines that is so clear in other sections of the paper often becomes blurred in sports journalism. It would extend to the level of newspaper publishers, station owners and network executives who enjoy access — and all that access entails — to luxury boxes or suites at the stadiums of the teams their media cover.

Possible Panelists:

- Reid Laymance, St. Louis *Post-Dispatch* sports editor
- Derrick Gould, St. Louis Post-Dispatch sports writer
- Randy Miller, Georgia State University (former baseball beat writer and academic)
- Two other panelists to be identified

Moderator: To be determined

Contact Information:

Paul Husselbee
Southern Utah University
Centrum 213L
Cedar City, UT 84720
Phone: 435-559-0495
Email: husselbee@suu.edu

**International Communication Division
Panels proposals for the 2011 Conference in St. Louis.**

TYPE OF PANEL: Research

DIVISION: International and CSW

TITLE: Coverage and Representation of Women During International Sporting Competitions

MODERATING/PRESIDING: Danielle Sarver Coombs, Ph.D. (Kent State University)

PANELISTS:

- Korryn D. Mozisek (Indiana University): *Media coverage of the U.S. Olympic softball team*
- Kelly L. Poniatowski (Elizabetown College): *Media's coverage and representation of the Canadian women's hockey team during the Vancouver Olympics*
- Beverly G. Merrick: *Bringing female students from the Emirates to the U.S. to cover the U.S. High School Girls Volleyball Finals*
- Glenn Scott (Elon University): *Media representations of Lisa Pavin*
- Elanie Steyn (University of Oklahoma): *Developing a research project examining coverage of women during the 2012 Olympic Games in London*
- Danielle Coombs (Kent State University): *Women in the Stands: Experiences of Female Fans in the U.S. and U.K.*

PANEL DESCRIPTION:

While the main attraction during the 2010 World Cup in South Africa happened on the pitch, the women in the stands often made as much of a splash. Paraguay's Larissa Riquelme became an international sensation after being regularly shown in the crowds during her country's matches. Thirty-eight Dutch women were arrested and banned from the World Cup for "ambush marketing" after they wore matching orange dresses during a Holland match as a publicity stunt for a beer company. And England's WAGs—wives and girlfriends—were very publicly disinvited from South Africa by the team's manager after being blamed for England's disappointing performance in the 2008 European Cup.

This panel will examine the coverage and representation of women during international sporting competitions, whether as fans or as competitors. Panelists will discuss their research related to this area, ideally representing a wide range of events and backgrounds.

PANEL CO-SPONSOR/S: CSW

ESTIMATE SPEAKER COSTS: \$1000 (defray cost of ticket from South Africa)

PANEL CONTACT:

Name: Danielle Sarver Coombs

Phone: 330-672-8876; email: dcoombs@kent.edu

**International Communication Division
Panels proposals for the 2011 Conference in St. Louis.**

TYPE OF PANEL: Research and PF&R

DIVISION: International Communication Division and MCS

TITLE: Media Freedoms, Media Accountability, and Civic Strengthening in Africa and Latin America

MODERATING/PRESIDING: Manuel Chavez and Folu Ogundimu

PANELISTS: Arnold S. De Beer (Stellenbosch University, South Africa)
Mitch Land (University of North Texas)
Festus Eribo (East Carolina University)
Leonardo Ferreira, (University of Miami)
Maria Flores, (Texas A&M)
Manuel Guerrero, (Universidad Iberoamericana, Mexico)

PANEL DESCRIPTION: In the last two decades the news media have been central actors in the emergence and consolidation of democracy in Latin America and Africa. Whereas the press played multiple roles in the democratic processes of the two regions, considerable debate and research continue about the ways in which media performance can better enhance democratic goals, citizenship engagement, and civil society strengthening. In fact, many scholars have observed shortcomings about media ethics, freedoms, and accountability. This panel of scholars of Latin America and Africa examines the multiple dimensions of the issues in south-south communication with illustrative case studies from the two regions. An emphasis is given to media impacts and on regulations related to press freedom. Panelist will also examine how the media practices internal accountability and how this influences society and politics in both regions.

PANEL CO-SPONSOR/S: MCS

ESTIMATE SPEAKER COSTS:

PANEL CONTACT:

Prof. Manuel Chavez

Phone: 517-432-1411 email: chavezm1@msu.edu

**International Communication Division
Panels proposals for the 2011 Conference in St. Louis.**

PANEL TITLE: Global Health and International Media: The Promises and Pitfalls

PANEL TYPE: Teaching or PF&R

POSSIBLE PANEL CO-SPONSORS: Communicating Science, Health, Environment, Risk Division (CommSHER), Radio-Television Journalism (RTVJ) Division, Newspaper Division, Entertainment Studies Interest Group

DIVISION: International Communication Division

MODERATING/PRESIDING: Maria Marron, Central Michigan University

SUMMARY OF SESSION: The mass media is a major source of health information particularly for rural populations around the world. Many of these people have little mobility outside their homes and are in predominantly resource-poor areas. The 2008 World Health Report said “Globalization is putting the social cohesion of many countries under stress, and health systems, as key constituents of the architecture of contemporary societies, are clearly not performing as well as they could and as they should.” Given this global health scorecard, this panel examines how well or how poorly international media has performed its crucial information role. Specifically, the panel addresses the following questions: What health topics populate the world’s media agenda in recent years? Did media coverage of health issues coincide with national health priorities of various countries? What sources and what difference did these sources make in the choice and framing of health communication for citizens? What challenges remain for the world’s media and its role in global health literacy?

POSSIBLE PANELISTS AND TOPICS:

- Sundeepp Muppidi, Asian Media Information and Communication Centre, Singapore — “Health and the Media in Asia”
- Marjorie Kruvand, Loyola University-Chicago — “European Media Coverage of Health”
- Arnold de Beer, Stellenbosch University, South Africa – “How Africa’s Media Cover Health”
- Manuel Chavez, Michigan State University – “Latin American Media and Health”
- Marianne Sison, RMIT University, Melbourne — Australian Media Reporting of Health Issues

PANEL CONTACT:

Zeny Sarabia-Panol, Middle Tennessee State University. zspanol@mtsu.edu <x-msg://4/zspanol@mtsu.edu>

**International Communication Division
Panels proposals for the 2011 Conference in St. Louis.**

Type of panel: PF&R

Division: International Communication Division (with Media Management & Economics Division)

Title: Newspaper markets defy the circulation spiral in Africa, Asia and Latin America: Does this mean more public access to information?

Moderating/Presiding: Jeannine Relly, Ph.D., assistant professor, University of Arizona

Panelists:

- Africa: Herman Wasserman, Ph.D., professor at Rhodes University , South Africa. Wasserman is the editor of the journal *Ecquid Novi: African Journalism Studies* or
- Africa: Elanie Steyn, Ph.D., assistant professor, The University of Oklahoma Gaylord College
- Brazil: Rosental Alves, professor, University of Texas at Austin
- Argentina: Juliet Pinto, Ph.D., assistant professor, Florida International University
- China: James Scotton, associate professor, Marquette University
- India: Vandana Pednekar-Magal, Ph.D., associate professor, Bowling Green State University.

Panel Description: As digital technology whittled away at newspapers in industrialized democracies around the world, the Internet did not engulf markets in a number of regions dominated by developing nations. As industrialized nations' newspaper market share declined in regions such as North America, Europe, and Oceania, spurring the theory of circulation spiral, newspaper sales in Africa, Asia and Latin America have grown. With Argentina and Brazil in the lead in Latin America, daily newspaper circulation is expected to continue to climb in the upcoming five years in the region as scholars have noted governments have hindered watchdog reporting. For-fee daily newspaper circulation was up by 13 percent in Asia in the last five years, with 67 of the 100 world's largest dailies from the region, some of which are known for quelling news media rights. Since 2005, the number of for-fee newspaper titles in India has skyrocketed to 2,700 titles, an increase of 44 percent. But still, the largest democracy in the world with the largest English-language daily of any country has a news media that is categorized as "partly free" by Freedom House. And in China, head to head with India for daily newspaper circulation, at 109 million newspapers sold a day, the news media is "not free." And in Africa, daily newspaper circulation boomed over the last five years with a 30 percent jump in growth as abuse of libel laws were on the rise and news media rights declined.

This panel will explore the phenomenon of the rise of daily newspaper circulation in nations with a strong tradition of freedom of expression and countries with histories of news media control. Panelists also will discuss the differences in access to information and newspaper circulation among countries with a high Internet penetration or the highest number of citizens online (China) compared with nations, such as India, with a low percentage of citizens on the Web (7 percent). Panelists will discuss whether the phenomenon of growing newspaper circulation is an outgrowth of a rising middle class and the citizens yearning for access to information, or other factors, which nations with declining newspaper circulation should pay attention to.

Panel Co-sponsor: Media Management & Economics Division (I have discussed this with the PF&R chair of the Media Management & Economics Division).

Panel Contacts:

Jeannine E. Relly, Ph.D. Assistant Professor
School of Journalism, The University of Arizona
College of Social and Behavioral Sciences. 845 North Park Avenue
Tucson, Arizona 85721. jrelly@email.arizona.edu. Tele: 1.520.621.7556.
Fax: 1.520.621.7557.

**AEJMC Small Programs Interest Group
AEJMC 2011 Convention Joint Session Proposal**

Type: PF&R

Title: Achieving Diversity in Small Programs

Possible Co-sponsors

Minorities and Communication

Commission on the Status of Minorities

Commission on the Status of Women

GLBT

CCJA

Session Summary

When a program has a limited number of faculty members, it is frequently challenged to ensure that it achieves an environment where students understand gender, race, ethnicity, cultures, sexual orientation and other forms of diversity in domestic and global society, especially as it relates to mass communication. This panel will explore creative ideas to increase the diversity of thought in a program when hiring faculty is not an option.

Possible Moderator:

Susan Lewis, Abilene Christian University

Estimated cost:

none

Contact:

Susan Lewis, Co-vice Head, Abilene Christian University, lewiss@acu.edu, (325) 674-2819

Ginger Carter Miller, Head, Georgia College, ginger.carter@gcsu.edu (478) 804-2405

**AEJMC Small Programs Interest Group
AEJMC 2011 Convention Joint Session Proposal**

Type: PF&R

Title: Partnering across disciplines to enhance student learning

Possible Co-sponsors:

Entertainment Studies

CCJA

CommSHER

Internships & Careers IG

Session Summary

Multi-disciplinary projects give journalism and mass communications students the opportunity to work with people in a variety of areas. It opens them to broader skill sets and a broader knowledge base. Pulling down the silos of higher education helps students as they prepare for jobs in the field. By creating working relationships with students in other programs, media students build their portfolios with varied content that might have been impossible without the partnership. This panel will discuss ways for faculty members to find colleagues with whom they can collaborate, create project plans, facilitate the interdisciplinary projects and motivate students to stay engaged.

Possible Moderator

Brian Steffen, Simpson College

Possible Panelists

Kenneth Pybus, Abilene Christian University

Estimated cost:

None

Contact:

Susan Lewis, Co-vice Head, Abilene Christian University, lewiss@acu.edu, (325) 674-2819

Ginger Carter Miller, Head, Georgia College, ginger.carter@gcsu.edu (478) 804-2405

**AEJMC Small Programs Interest Group
AEJMC 2011 Convention Joint Session Proposal**

Type PF&R

Title: Proposing media literacy to students outside the discipline

Possible Co-sponsors

Scholastic Journalism

Visual Communication

Session Summary

Because digital media is easy to create and access, journalism and mass communication programs should consider being active in educating students at large about intelligent ways to access, analyze, evaluate and create media content. Some universities have media literacy built into the general education requirements but many do not. This panel will explore ways for a program to provide information and instruction in media literacy to the students on its campus.

Possible Moderator

Michael Longinow, Biola University

Possible Panelists

David Weinstock, University of Texas at Tyler

Ginger Carter Miller, Central Georgia State University

Estimated cost

None

Contact:

Susan Lewis, Co-vice Head, Abilene Christian University, lewiss@acu.edu, (325) 674-2819

Ginger Carter Miller, Head, Georgia College, ginger.carter@gcsu.edu (478) 804-2405

**AEJMC Small Programs Interest Group
AEJMC 2011 Convention Joint Session Proposal**

Type: Teaching

Title: Approaches to the Introduction to Mass Communication Course

Possible Co-Sponsors: Communication Theory and Methodology or Community College Journalism Association

Session Summary: Many professors grapple with how to approach the survey course on the mass media, because it covers so much ground from the Gutenberg press to the most recent advances of the Digital Age. Additionally, the course often includes non-majors as part of the general education curriculum because of the media literacy movement. This panel would tap three experts who have developed strategies for teaching this complex, comprehensive course. The impetus for this panel idea was the flurry of e-mails on this topic when it was raised on the SPIG listserv, indicating a strong interest in such a panel by our members.

Possible Moderator: Pam Parry, Belmont University

Possible Panelists:

Jack Zibluk, Arkansas State University

John Lofflin, Park University

Michael Longinow, Biola University

Doug Mendenhall, Abilene Christian University

David Weinstock, University of Texas at Tyler

Estimated Cost: None

Contact

Susan Lewis, Co-vice Head, Abilene Christian University, lewiss@acu.edu, (325) 674-2819

Ginger Carter Miller, Head, Georgia College, ginger.carter@gcsu.edu (478) 804-2405

AEJMC Small Programs Interest Group
AEJMC 2011 Convention Joint Session Proposal

Type: Teaching

Title: Teaching Technology in Converged Curriculums: How Much is Too Much?

Possible Co-Sponsors:

Communication Technology
Scholastic Journalism
Internships and Careers IG
Community College Journalism Association
Visual Communication

Session Summary: Over the last 10 years, the evolution of online journalism to multimedia journalism has caused every journalism program interested in staying current with industry practices to go through nothing short of paradigmatic curricular change. Industry demands cross-trained entry level candidates: graduates steeped in photographic, videography and layout production, as well as web page design/content management systems. In addition, it also expects graduates to the more traditional software tools used in as investigative reporting and day-to-day news writing. In both single- and multiple-track majors, the number of tools students have some competence in using is staggering and begs the question, how many tools are too many tools to reasonably expect students to master. How much competency in how many tools does the industry demand from its new hires?

Possible Moderator: David Weinstock, University of Texas at Tyler

Possible Panelists:

Jonathan Hyde/Kimberly Sultze, St. Michaels College
Recruiting Director, St. Louis Dispatch
Recruiting Director, The (Alton) Telegraph

Estimated Costs:

None

Contact:

Susan Lewis, Co-vice Head, Abilene Christian University, lewiss@acu.edu, (325) 674-2819
Ginger Carter Miller, Head, Georgia College, ginger.carter@gcsu.edu (478) 804-2405

David Weinstock, Co-vice Head, University of Texas, Tyler, david_weinstock@uttyler.edu

**AEJMC Small Programs Interest Group
AEJMC 2011 Convention Joint Session Proposal**

Type: Teaching

Title: Building Capacity for Assessment in an Outcomes-Oriented Environment

Possible Co-Sponsors: Communication Theory and Methodology or Community College Journalism Association

Session Summary:

There is great stress on small departments to develop benchmarked assessments to satisfy accreditation and other entities. In an environment of ever increasing accountability, this session will offer your departments realistic and useful assessment options.

Possible Moderator: Gail Henson, Bellarmine University (Louisville, KY)

Possible Panelists:

Gail Henson, Bellarmine University

Tim Boudreau, Central Michigan University

Estimated Cost: None

Contact:

Susan Lewis, Co-vice Head, Abilene Christian University, lewiss@acu.edu, (325) 674-2819

Ginger Carter Miller, Head, Georgia College, ginger.carter@gcsu.edu (478) 804-2405

AEJMC Small Programs Interest Group
AEJMC 2011 Convention Joint Session Proposal

Type: Teaching

Title: The Care, Feeding and Evolution of the Educational Blog

Possible Co-Sponsors: Communication Technology, Community College Journalism Association, Scholastic Journalism

Session Summary: Lots of news media around the country are using blogs as a means to leverage their reporters' and editors' opinions, hunches and after-thoughts into audience number generators and high-traffic forums of reader participation. The channel also lends itself to online educational delivery. The ability to use text, video, sound, still photos and graphics—coupled with the Twitter connection—can be used to create informative and entertaining news content. How do we instruct students how to create them and at what point in the curriculum?

Possible Moderator: Carrie Buchanan, John Carroll University

Possible Panelist: Brian Steffen, Simpson College

Estimated Cost: none

Contact:

Susan Lewis, Co-vice Head, Abilene Christian University, lewiss@acu.edu, (325) 674-2819

Ginger Carter Miller, Head, Georgia College, ginger.carter@gcsu.edu (478) 804-2405

David Weinstock, Co-vice Head, UT Tyler, david_weinstock@uttyler.edu (903) 566-7364

**AEJMC Small Programs Interest Group
AEJMC 2011 Convention Joint Session Proposal**

Type: Teaching

Title: Blogs, Wikis and Blackboard: A Look at the Options of Online Delivery

Possible Co-Sponsors: Communication Technology, Community College Journalism Association, Scholastic Journalism

Session Summary: Used in K-12, higher education, business and government worldwide, Blackboard claims it creates personalized and engaging learning experiences. This software offers teachers the ability to present material, communicate, grade, and evaluate students, all within a single online software venue. Wikis and blogs also provide similar channels—wikis in a hierarchical presentation format and blogs offering a variety of delivery channels equal to that of multimedia news. All three provide asynchronous learning material to supplement or even host other forms of educational material delivery. How can they be purposed to this end? How do you drive student traffic to them? Which of these channels especially lend themselves to teaching and learning?

Possible Moderators: Gail Henson, Bellarmine University

Possible Panelists: Doreen Marchionni, Pacific Lutheran University
Ginger Miller, Central Georgia State University

Estimated Costs: none

Contact:

Susan Lewis, Co-vice Head, Abilene Christian University, lewiss@acu.edu, (325) 674-2819
Ginger Carter Miller, Head, Georgia College, ginger.carter@gcsu.edu (478) 804-2405